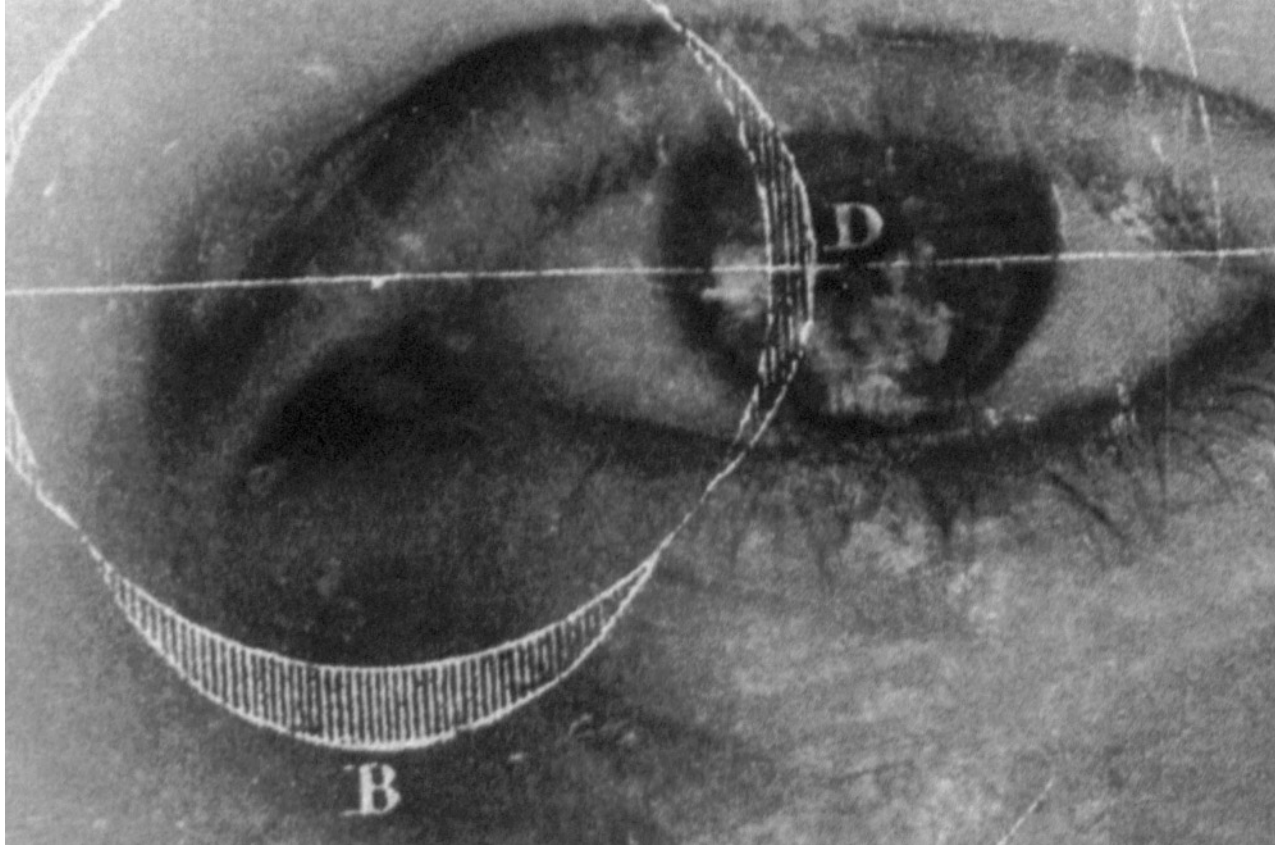
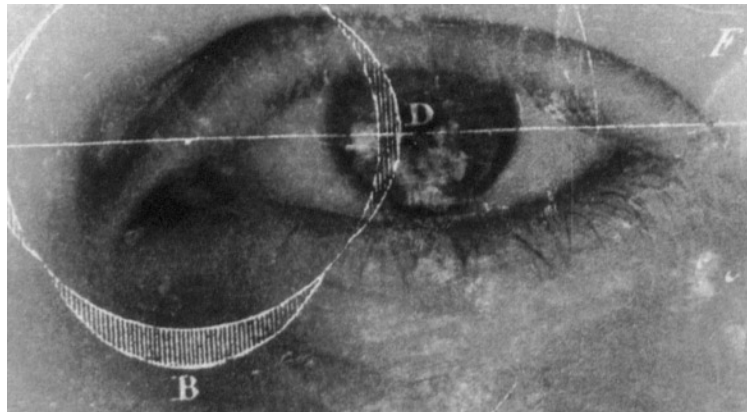


TRADECRAFT



The Art and Science of Cold Reading

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of Cold Reading

TABLE OF CONTENTS

FOREWORD	5
CHAPTER ONE: AN INTRODUCTION TO COLD READING.....	7
CHAPTER TWO: THE MIND OF THE SUBJECT	13
CHAPTER THREE: CURRENT TRENDS	25
CHAPTER FOUR: THE 30-SECOND PROFILE	31
CHAPTER FIVE: BASIC TECHNIQUE	37
CHAPTER SIX: ADDITIONAL INSIGHTS	43
CHAPTER SEVEN: COMMON QUESTIONS	49
FINAL THOUGHTS.....	52

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“...I firmly believe that of all the Arts and Crafts of Mentalism, there is nothing more satisfying than one who is a first-class Reader. It is the ultimate in Mentalism and if you reach this standard – you will never get any higher – nor will you have to. It is a paradox that entertainers seek to create a fantasy and yet the fantasy of this art is reality.”

—Tony Corinda, *Corinda’s 13 Steps to Mentalism*

FOREWORD

Imagine meeting someone for the very first time and being able to reveal not only some of their innermost thoughts, but also details of personal events yet to come. It appears to be nothing less than a genuine demonstration of extrasensory perception, ESP. This is the power of cold reading – a process used by professional psychics, mind readers, fortunetellers, intuitive counselors and guides, and mentalists.

In TRADECRAFT, you will learn how to harness this power to entertain your clients. This concise, how-to manual takes you step-by-step through the process of developing your cold reading abilities – from gaining a solid grasp of the underlying scientific principles at work to the practical application of specific methods and techniques. Moreover, you will even learn how to answer the most difficult questions readers face.

In short, TRADECRAFT is your ticket to success in this nearly \$1 billion dollar a year industry.

TRADECRAFT

is a TRICKSHOP.COM Publication



CHAPTER ONE: AN INTRODUCTION TO COLD READING

WHAT IS COLD READING?

There have been many definitions of cold reading. Most define it as a technique or skill used to gather information about a subject who is unknown to the reader. In reality, cold reading is not a single skill or technique, but rather a series of them. Therefore, for our purposes, as magicians and mentalists, we shall define it as, “A process by which the reader creates the effect that he or she has knowledge of an unknown subject’s life – past, present and future.”

This process begins with observation, which enables the reader to build an initial profile of the subject. Based upon this appraisal, along with an understanding of psychology and current trends, the reader is able to make a number of opening statements about the subject. These usually intersperse specific details relating to the subject’s profile with general assertions, likely to be true about almost any person. This latter technique is called “warm reading.” Probative statements follow these. Based upon the subject’s reactions, the reader is then able to zero in on details that appear to hit their mark, and abandon those that do not. In this quest, the reader uses both “try-on” and “multiple out” statements that are open to interpretation by the subject. Any information gleaned is used to refine the accuracy of subsequent statements made to the subject. In the hands of an expert, this process has an uncanny effect.

WHY IT WORKS

Most psychologists point to “The Forer Effect” and a phenomenon called subjective validation or selective memory. In general, it states that when you give people a number of both vague and specific claims about them – they tend to remember and give significance to the ones that are accurate or favorable, and dismiss as insignificant or forget, those that are not. In the case of cold reading, this selectivity of the human mind helps the subject interpret or “retrofit” the reader’s assertions to fit his or her own particular circumstances or beliefs.

This effect is based upon the work of psychologist Bertram Forer. In 1949, Forer first studied an ancient effect he called, "The Fallacy of Personal Validation." He was interested in determining whether people were able to appraise their own individual personalities. Using statements from a newsstand astrology book, Forer compiled the following all-purpose profile:

"Some of your aspirations tend to be pretty unrealistic. At times, you are extroverted, affable, sociable, while at other times you are introverted, wary and reserved. You have found it unwise to be too frank in revealing yourself to others. You pride yourself on being an independent thinker and do not accept others' opinions without satisfactory proof. You prefer a certain amount of change and variety, and become dissatisfied when hemmed in by restrictions and limitations. At times you have serious doubts as to whether you have made the right decision or done the right thing. Disciplined and controlled on the outside, you tend to be worrisome and insecure on the inside."

"Your sexual adjustment has presented some problems for you. While you have some personality weaknesses, you are generally able to compensate for them. You have a great deal of unused capacity which you have not turned to your advantage. You have a tendency to be critical of yourself. You have a strong need for other people to like you and for them to admire you."

Forer's subjects were each given a personality test and told they would get their results back after the tests were examined. When the results were finally returned, Forer actually gave each subject the same generic profile. On a scale of 1 - 5 (with 5 being the highest), the profile received an average accuracy rating of 4.3 from the subjects!

Contrary to the skeptics, the influences of The Forer Effect are not limited to the naïve, gullible or less educated people in society. Research has shown that those who are well educated and consider themselves strong-willed are also susceptible to its effects.

POSITIVE VS. NEGATIVE READINGS

Studies that are more recent have built upon Forer's findings with regard to favorable versus unfavorable assessments. These have shown that while negative profiles can add a touch of realism, they are far less likely to be accepted as positive ones by the subject. When these negative statements come from an authority figure or person of higher status they are given slightly higher credibility, however they are still not rated as highly as positive pronouncements. Furthermore, when profiles are given, which are mostly positive but have a few negative statements thrown in – subjects usually consider the positive ones as unique descriptions of themselves and the negative comments as broader in scope. This is important, since it tells us that people tend to see themselves as exclusively good. At the same time, they believe any flaws they may have, are shared by others.

COMMON SUBJECT CONCERNS

In addition to The Forer Effect, there is another important factor contributing to the success of cold reading – namely, the commonality of subject concerns. For centuries, readers have known that the interests of most people are likely to fall into one or more of three general categories. They are relationships, finances and/or health/welfare. More often than not, these concerns involve an unresolved issue in the subject's life. As one colleague tersely put it, "No one gets a reading because they think their love life

is too good or is concerned they have too much money.” Armed with this knowledge, the cold reader is able to efficiently narrow the scope of his or her inquiries and systematically uncover the nature of the subject’s concern.

PUTTING PROBLEMS IN CONTEXT

In “The Psychology of the Psychic,” by David Marks and Richard Kammann (Prometheus Books, 1979), the authors concluded that, “Once a belief or expectation is found, especially one that resolves uncomfortable uncertainty, it biases the observer to notice new information that confirms the belief, and to discount evidence to the contrary. This self-perpetuating mechanism consolidates the original error and builds up an overconfidence in which the arguments of opponents are seen as too fragmentary to undo the adopted belief.” In other words, a cold reading that helps put a person’s unresolved issues into a satisfactory context, especially one that supports the subject’s own beliefs, is likely to be accepted.

THE ETHICS OF COLD READING

All of this brings us to one of the most important subjects we will address in this book, ethics. There is clear historical evidence that magicians and mentalists drawn to cold reading over the years have grappled with the ethical implications of such study. We hope the following synopsis will help you come to terms, personally, with this matter.

Most cold readers fall into one of two camps. The first group consists of largely unscrupulous con artists who use cold reading to bilk sometimes-substantial sums of money from their clients. A gypsy fortuneteller, who convinces an elderly widow to withdraw her life savings in order to communicate with her deceased husband, is a perfect example of this. Some “900” phone line psychics also fall into this category, if to a lesser extent. The second group consists of those who provide cold readings for entertainment purposes at fairs, picnics, ESP home and dinner parties, resorts, corporate hospitality suites, or other events. These performers, who provide one-time readings, paid for either by individual clients or the event sponsor, are usually brief and uplifting. They leave the subject feeling good about him or herself, and do not attempt to extort money or induce the subject to have additional readings. Most magicians and mentalists, who do cold reading fall into this latter group and the most ethical of these, carefully avoid any claim of supernatural powers.

For most subjects, a cold reading provides a brief and amusing diversion from the cares of everyday life – much in the same way, going to a movie or sporting event does. It does no harm and if anything, it provides subjects with an additional outlet to release some of their everyday tensions. There is even a category of subjects who are cold reading “regulars,” people who seem to get a reading at every opportunity. Often, these people just want to talk with someone who is sympathetic to their problems. Subjects like these are easy to recognize and will usually begin their session by mentioning other readings they have had. Remember to keep your reading light and flattering, and you will have no difficulty whatsoever. When a reader encounters a subject who has severe, unresolved personal issues and anxiety, the ethical cold reader “drops the act” and becomes a good listener. Afterward, the reader helps this troubled person find professional help. This may be the clergy, a crisis counselor or agency, a shelter, or even the police in the case of a dangerous or abusive relationship. These actions separate the entertainer from the fraud – from those who seek to help people from those who seek to personally benefit from the misfortune of others.

ETHICAL GUIDELINES

Ethical cold readers ALWAYS use their abilities to have a positive influence on the lives of those they touch. Here are some additional guidelines to follow:

- Never claim supernatural abilities
- Never frame your reading in a religious context
- Never pretend to communicate with the deceased or perform mediumistic stunts
- Never fraudulently induce a subject to have additional readings

Even when a reader disclaims having paranormal abilities, the effect of cold reading is so powerful; some subjects will still credit him or her with powers of ESP. Understand this fact and do not exploit it for immoral reasons.

EXPOSING THE FRAUDS

Those readers without a moral compass who achieve a greater measure of success are likely to attract the attention of magicians who do. Perhaps the best known of these is James Randi, a well-known Canadian magician and escape artist. Like his predecessor, Harry Houdini, Randi has spent his later years in a personal crusade against mediums and psychics.

To aid in his efforts, Randi uses million dollar challenges to test phenomenon, personal TV appearances, best-selling books and even a popular web site. His recent targets have included prime-time psychics, such as John Edward, James Van Praagh and Sylvia Browne. Some people will recall Randi's much earlier media blitz against Uri Geller, an Israeli magician, who claimed to have psychokinetic abilities. Randi's relentless assault all but drove Geller off the public stage, especially in North America, for many years.

"GENUINE" READERS

Some readers DO believe they have genuine psychic abilities. Lee Earle calls them "eyes shut" psychics, as opposed to those who have their "eyes open." Your well intentioned Aunt Martha who reads tea leaves or prepares astrological charts for family and friends may be one of these. She knows nothing of the mechanics of cold reading, yet by following the stock interpretations (warm reading) her prognostications have an air of authenticity. In addition, over a period, her subconscious learns to recognize certain "types" and she tailors her advice accordingly. The strength of her belief in her own powers of intuition can make the deluded psychic extremely convincing – far more so, in fact, than a less skilled cold reader.

THE MENTALIST TRAP

This delusion of having psychic abilities is not limited to well-meaning old ladies. It also affects some experienced mentalists and cold readers. Long after the mechanics of cold reading require a conscious effort on their part, some performers become convinced they really do have a psychic gift. They begin to remember and dwell on all of the "hits," especially the bold predictions that come true, and forget all of the misses. In other words, it appears the cold reader is as susceptible to The Forer Effect as his or her subjects.

COLD READING AIDS

While certainly not essential to the success of cold reading, many readers do utilize some aid or other prop in their presentations. Aids can range from an actual, physical prop, such as a deck of Tarot cards, crystal ball or astrological chart, to the subject's own hand (palmistry). Such devices serve several important functions, not the least of which is allowing the reader to pinpoint the subject's primary area of concern right from the start. Thus, the well-informed palm reader begins by asking the subject, "Should we concentrate on the heart or the wealth line?" Similarly, when the reader is trying to "interpret" something he or she sees in the Tarot cards, the subject feels more compelled to help "fill in the blanks." Alternatively, when there is a slight lull in the discussion, the reader stares intently at the cards. To the subject, the reader appears to be concentrating on deciphering their hidden meaning – not stumped or pondering how to phrase the next statement. An aid also contributes to the air of mystery surrounding the proceedings and helps elevate the event from more mundane, everyday activities. Finally, dealing out Tarot cards from a shuffled deck or reading someone's palm adds to the impression that the reading is personalized. As a result, acceptance by the subject is much more likely.

If you do use Tarot cards, it is a good idea to take the "Death" and "Hangman" cards out of the deck, so you can keep things upbeat. Nothing will ruin someone's day like drawing that death card! Dealing with the fundamental aspects and proper terminology of various cold reading aids is outside the scope of this highly specialized publication. Suffice it to say, there is a wealth of information readily available on every aspect of fortunetelling – just check the Internet, or your local library or bookseller.

PRESTIGE AND FAITH

The relationship between the cold reader and the subject is one of "Prestige and Faith." That is to say, the reader must possess sufficient confidence and prestige in the eyes of his or her subjects, while the latter must have sufficiently firm faith in the reader's psychic abilities or intuition. This creates a fine balancing act, since the reader must appear confident and self-assured without coming off as smug or arrogant. If the reader makes the mistake of challenging the subject to an intellectual battle of wits, there can be only one outcome – the reader loses.

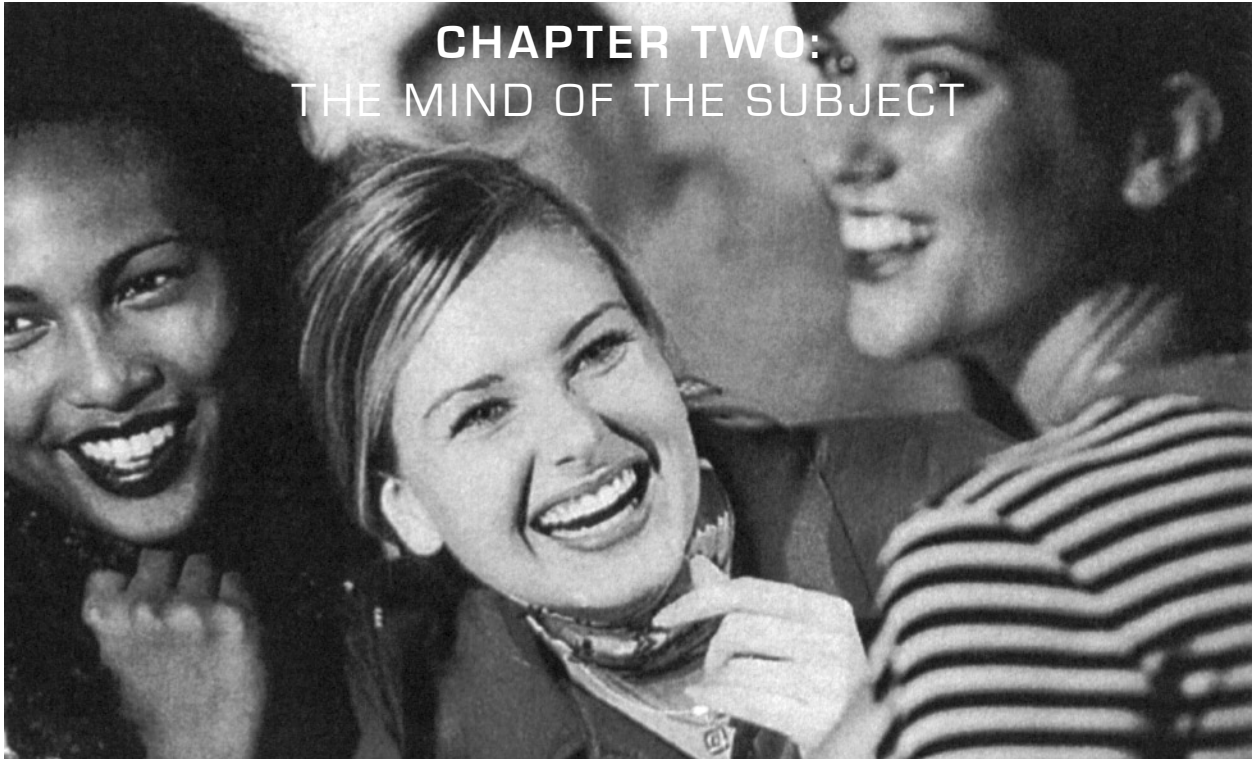
For this reason, many readers assume a non-threatening role that suits their own personality. This is the same way magicians and mentalists assume an on-stage persona. For example, a mature female reader might approach a subject as almost a mother figure or matronly aunt providing advice and wisdom on dealing with life's challenges. A young male reader, on the other hand, may find that appearing to be slightly eccentric or sensitive, will endear him to his female clientele. Remember, you are playing the role of a psychic – someone who has an extraordinary gift. To have any credibility at all, you must appear special or at the very least, different. Ordinary does not work here.

OTHER IMPORTANT QUALITIES

In addition to confidence and acting ability, the cold reader must have a good head for facts, as well as the ability to observe, retain and process information about a subject. People who cannot think on their feet need not apply. Like the magician, the capable reader must always stay one-step ahead of the subject with the capacity to do one thing, while thinking about something else.

GETTING STARTED

Ask a seasoned cold reader how to get started and his or her likely reply will be, “You just do it.” There is some measure of truth in that reply. However, while experience is ultimately the best teacher of cold reading, the aspiring cold reader needs some direction as well. Unfocused talent, no matter how good, rarely succeeds. Moreover, as much as the old veteran may be reluctant to admit it, there is a process at work. A process, which must be first learned, and “then” practiced. That is the purpose of this book – to develop your knowledge and abilities, and thereby provide you with the tools you need to get started in this fascinating field.



PERSONALITY TYPES

One only has to look around to know that people have a diverse array of personality traits. Some are lively and outgoing, while others tend to be more quiet and reserved. Some are analytical in their decision-making process, while others make choices based upon personal feelings. Some prefer carefully planned and orderly lives, while others favor spontaneity. All of these personality differences are what make each of us unique.

Yet, for all of our psychological diversity, we are more alike than most of us would like to admit. As far back as ancient Greece, Hippocrates told of four basic temperaments: Sanguine, Choleric, Phlegmatic and Melancholic. While this demonstrates people have long been interested in learning about the psychological factors which unify us, it wasn't until noted psychologist Carl G. Jung began exploring the subject in the early 1920s that a real breakthrough in "personality typing" was made.

While Jung's writings are quite complex, his most important contribution was his proposition that our personalities are determined by four functions (Feeling, Thinking, iNtuition and Sensing) and two attitudes (Extraversion and Introversion). He recognized that people with introverted personalities focused on the inner world of ideas and thoughts, while the emphasis of their extraverted counterparts was the external world of people and things. He stressed this preference is best expressed as a tendency, since no one is purely introverted or extraverted – though some have stronger inclinations than others do. According to most data, approximately 75% of the population leans toward the extraverted end of the scale.

In 1962, building on and simplifying Jung's work in personality typology, Isabel Briggs Myers and her mother, Katharine Cook Briggs, developed the Myers-Briggs Type Indicator. The MBTI, which is now widely accepted for career guidance both in academia and in business, uses four scales. In addition to E – I Scale for Extraversion and Introversion already discussed, there is the S – N Scale, the T – F Scale and the J – P Scale. The S – N Scale is for the Sensing function and determines how you perceive or acquire information – either intuitively or through your external senses. The T – F Scale depicts how you make decisions – either by thinking logically or simply by how you feel about it. The J – P Scale refers to how you relate to the outside world - it is tied-in to the two previous scales. Thus, one assumes either a Judging attitude (using Thinking or Feeling) or a Perceiving outlook (using Sensation or Intuition).

MYERS-BRIGGS SCALE

E = Extraversion	I = Introversion
S = Sensation	N = iNtuition
T = Thinking	F = Feeling
J = Judgment	P = Perception

These letters are combined to classify both the four general personality categories, as well as each of their four sub-categories using two- and four-letter designations, respectively.

AN INTERESTING DEVIATION

It is worth noting that 30% of the people taking the “Keirsey Temperament Sorter” online are NFs (Identity Seeking Personalities) and just 13% are the equivalent of SPs (Sensation Seeking) - almost the inverse of Myers' findings. The KTS assessment is similar to, and based upon the Myers-Briggs system. This deviation is probably the result of “identity seeking” individuals being more driven to learn about themselves from a psychological standpoint, which would be fully in keeping with their type description.

MYERS-BRIGGS FOUR BASIC PERSONALITY TYPES

NT (INTUITION/THINKING) – KNOWLEDGE SEEKING PERSONALITIES

NTs are introspective, technically minded problem solvers. Described as scientific, complex, analytical, systematic, exacting, independent, inventive and logical; NTs exhibit differences in the way they tackle problems but always have a rational basis for everything they do.

Relationships: As parents NTs help their children establish individual identities, stimulate their partners' minds, and place an emphasis on learning as children themselves.

NTs represent 5% to 7% of the population.

NF (INTUITION/FEELING) – IDENTITY SEEKING PERSONALITIES

Also introspective, NFs dedicate themselves to giving meaning to life – their own and those who are close to them. Described as humane, sympathetic, enthusiastic, religious, intuitive, insightful and subjective; conflict is painful for NFs. They are always fighting an internal battle between Good and Evil – one where Good ultimately prevails. They care deeply about nurturing the positive self-image of their loved ones and try to have a positive effect on the lives of everyone within their immediate circle of friends and associates.

Relationships: As children, NFs are usually very creative and have vivid imaginations, as parents they endeavor to provide a similar rich fantasy world for their own offspring, and as partners, they seek mutuality and spiritual intimacy.

NFs represent 8% to 10% of the population.

SP (SENSATION/PERCEPTION) – SENSATION SEEKING PERSONALITIES

SPs strive to enjoy life. Described as open minded, easy going, tolerant, unprejudiced and persuasive, as well as adaptable, artistic and athletic; they revel in their own spontaneity and freedom to act impulsively. SPs rarely miss an opportunity to indulge themselves with whatever or whomever they find pleasurable, exciting or useful. They are daring and seek first hand adventures. SPs will compromise when necessary and usually make sure to get what they want. Many SPs have a natural gift for using machines and tools.

Relationships: SPs tend to be lenient as parents, playful as partners, and fun oriented as children.

SPs represent 35% to 40% of the population.

SJ (SENSATION/JUDGMENT) – SECURITY SEEKING PERSONALITIES

SJs are the rule followers and enforcers. They are the guardians of all that is right and proper. Described as conservative, conscientious, consistent, factual, stable, detailed, persevering and thorough; hard working SJs enjoy order and routine in their daily lives and keep a vigilant eye on others and their surroundings. They trust in legitimacy and desire membership.

Relationships: SJs work to instill traditional values in their children, are helpful and loyal as partners, and tend to conform to rules as children.

SJs represent 40% to 45% of the population.

APPLICATION TO COLD READING

Unlike a psychologist, the cold reader is not able to use a written questionnaire to probe the subject's psyche to classify his or her personality. Rather, the reader is forced to be a bit more clandestine and resourceful.

Through observation, we can first determine whether a subject appears introverted or extraverted. Introverted people often seem shy, reserved or at the extreme, somewhat self-conscious. They may not smile easily and often have trouble establishing or maintaining eye contact. On the other hand, extraverted individuals may be overly talkative upon first meeting them. They will usually look you directly in the eye, smile easily, and think nothing of invading your personal space. Extraverted individuals may also wear more colorful or attention-getting clothing and accessories, including flashy or ostentatious jewelry, bright lipstick, etc., whereas introverted people tend toward earth tones or conservative color schemes that do not draw unwanted attention to themselves. They may also wear very little make-up or jewelry.

When you are able to identify an introverted or extraverted subject, you can work some of the following key personality traits into your opening warm reading:

INTROVERTED PEOPLE TEND TO...

- Be more comfortable alone than in a crowd
- Draw energy from personal activities, such as reading, listening to music, computers, or working on their favorite project or hobby
- Have a few select, long-time friends
- Become drained of energy from extended contact with larger groups
- Need down time to recharge their batteries when their job, family or social responsibilities require them to be outgoing

EXTRAVERTED PEOPLE TEND TO...

- Be more comfortable socializing in groups than being alone
- Become energized by interaction with other people
- Have a large circle of friends and acquaintances
- Easily approach others, even strangers, and strike up a conversation
- Need contact with other people to make them feel alive
- Become exhausted and drained of energy from quiet and seclusion
- Feel lonely when not in contact with other people

Remember, 75% of the population has a tendency toward extraversion to a greater or lesser degree. When in doubt, you can always hedge your bet by adapting Forer's line: "At times you are extroverted, affable, sociable, while at other times you are introverted, wary and reserved."

Probability tells us that nearly half of the population has personalities that seek security (40% to 45%). These people enjoy daily routine, like to follow rules and try to make sure others do as well. About another third of the population are sensation seekers who believe those rules are made to be broken (35%

to 40%). These hedonists seek to gratify their own whims at every opportunity. Finally, the remainder – less than one-fifth of the population, are almost equally divided between knowledge seeking (5% to 7%) and identity seeking (8% to 10%) personalities. Both of these groups are highly introspective and independent, though one focuses on complex, technical matters, while the other works on furthering their compassionate ideals.

As you can see, each of these basic categories represents a divergent view of, and approach to, life. The value to the cold reader of understanding which one a subject fits into, should be obvious.

That is not to say that you must accurately “type” your subject in order to perform a cold reading. Even without identifying the subject’s general personality type, you can still use many common personality traits. These are characteristics, which most people attribute to themselves, whether they are accurate, or not.

MOST PEOPLE WOULD LIKE TO CONSIDER THEMSELVES...

- Hard-working and dependable
- Friendly
- Kind and considerate
- Loyal and honest
- Problem solvers
- Good at completing tasks
- Fun to be around
- Flexible and adaptable
- Bright and capable
- Natural leaders
- Independent and resourceful
- Cooperative and friendly
- Good-natured
- Good communicators
- Family-minded
- To have excellent people skills

MOST WOMEN FEEL THEY...

- Are sensitive to other people’s feelings
- Often put other people’s needs ahead of their own - especially those of their family and close friends
- Get personal satisfaction from helping others
- Sometimes take on too much responsibility
- Are not always appreciated
- Are perceptive about people
- Are intuitive or psychic to some extent

MOST MEN CONSIDER THEMSELVES...

- Self confident
- Attractive to women
- Objective, logical decision makers
- Able to accomplish almost anything they put their mind to
- Respected to the extent they follow through on their commitments

MOST PEOPLE DISLIKE...

- Being controlled or manipulated by others
- Doing things that do not make sense to them
- Change without a clear benefit

SAMPLE STOCK WARM READING

Here is an example of a warm reading for a married female subject, which works in some of the preceding traits (capitalized). You will note, it is not always necessary to use the exact same words, so long as the meaning remains consistent.

“I sense that you are a person with strong FAMILY VALUES, who often PUTS OTHER PEOPLE’S NEEDS ABOVE YOUR OWN – ESPECIALLY THOSE OF PEOPLE WHO ARE CLOSE TO YOU. In this way, you are LOYAL AND HONEST. At times, you may feel that YOUR OWN CONSIDERATION OF OTHERS IS NOT ALWAYS RECIPROCATED, OR RETURNED IN KIND. I sense that troubles you somewhat. You should not let it. These people do care about you just as deeply, however they sometimes have more difficulty in showing it.”

“Unfortunately, not everyone has your STRONG COMMUNICATION SKILLS. You stand above those around you in that respect. In many ways, you are a NATURAL LEADER. Someone who is very BRIGHT AND CAPABLE and others find it FUN TO BE AROUND. You have EXCELLENT PEOPLE SKILLS, in this respect.”

“My sense is also that people in your personal life and at work look to you as a PROBLEM SOLVER – someone who is adept at finding the happy medium, or balance, in almost any situation. This is not to say that you are quick to compromise. Rather, you look for a ‘win-win’ situation, where all of the parties involved are happy in the end and feel as if they have gotten what they wanted. That is a very special and rare ability.”

Remember, people see themselves as exclusively good, so even a much-generalized warm reading such as this one will find remarkable resonance.

HOW MALE PERSONALITY TRAITS AFFECT THEIR VOCATIONAL CHOICES

While most married women define themselves by their husband and family, most men, single or married – identify themselves by what they do for a living. It is an integral part of the male psyche, much more so than that of the female – who even today, frequently puts off or suppresses her own career goals in marriage.

For cold reading purposes, we can divide male vocations into either physical (a.k.a. blue-collar) work or non-physical (a.k.a. white-collar) work. Perhaps better defined, the former applies to men who work with their hands and/or perform jobs that require physical strength or agility, and the latter, refers to men whose jobs are primarily of an administrative, management, professional, technical or sales nature – brawn versus brains, if you will. While these vocational choices are sometimes imposed on men by their early life choices (family commitments), or a lack of opportunity or financial resources, there are some very distinct personality traits and abilities which make men suitable for one type of work or the other.

*Most physical vocation males feel stifled or bored
in regimented, structured office settings.*

THEY ALSO CONSIDER THEMSELVES...

- Action-oriented “doers”
- To learn best “hands-on”
- Usually laid-back and easy-going with people
- Results-oriented; they like to see immediate results for their efforts
- Risk-takers who thrive on action
- Independent and determined - usually dislike committing themselves
- Focused on living in the present, rather than the future
- Love variety and new experiences
- Highly practical and realistic
- Excellent “trouble-shooters,” able to quickly find solutions to a wide variety of practical problems
- Interested in how and why things work
- Usually able to master theory and abstract thinking, but don’t particularly like dealing with it unless they see a practical application
- Good with tools and machines

Most non-physical vocation males prefer order, structure and routine in their daily lives.*

THEY ALSO CONSIDER THEMSELVES...

- High achievers
- Team players
- Capable of seeing the big picture
- More interested in the outcome than the means
- As impatient with incompetence or inefficiency
- Excellent communicators and organizers
- Skillful managers and people motivators
- Efficient and thorough
- As focused on the future

**The major exception to this white collar model is the introverted male who may have stronger written than oral communication skills, dislike an imposed work structure, lack organizational abilities and have trouble keeping deadlines. An introverted male usually prefers a more solitary work setting or one where contact with other people is limited. He is also likely to be more sympathetic to the feelings of others and less materialistic in his goals.*

Determining which type of work, and hence, which personality characteristics are most likely to apply to a male subject is less difficult than you might imagine. Here are a few clues in spotting a man who does physical work: Look at the hands, clothes and shoes, body and the skin. The hands will probably be calloused and rough. A handshake like a vise is also a good indicator. Is there dirt under his fingernails? Are the clothes of a more casual nature and well broken in or more obvious, work related? Does he look fit? A middle-aged man who works construction is usually in better shape than his office dwelling counterpart is.

Most men who perform white-collar work are relatively articulate, have smooth, un-calloused hands, are well groomed and either clean-shaven or have a trimmed mustache and/or beard. They may wear nice dress or casual slacks or blue jeans, and newer or well-kept running, casual or dress shoes. Their skin coloring may betray more contact with artificial than natural light and they may not be in top physical shape, especially as they age – unless they work out regularly or participate in outdoor sporting activities, such as golf or tennis. In addition to heredity, there is some correlation between people who do a lot of detail work (causing eyestrain) and the need for corrective lenses (glasses or contacts) – so this can be another indicator.

Even though 80% of cold reading subjects are female, understanding what drives the men in their lives becomes extremely important, especially when you suspect a relationship conflict. In that case, if the man is not present, you can compare the various traits listed to those uncovered through feedback from the subject. This will give you a fuller picture of what makes her partner tick and enable you to zero in on some additional characteristics that are likely to ring true.

LIFE STAGES OR CRISIS POINTS

Just as people have different personality types, they also make different choices. Most of us go through life believing our experiences are exclusive to us. As young adults, we begin by striving to set ourselves apart from our parents and siblings. We often go on to make different educational or other early adult life choices than our friends – one goes away to a university, another stays at home to work and attend a local community college or vocational school, another goes into the military or Peace Corps, and yet another takes to the open road in search of romance and adventure.

As we progress through life, our choices in relationships, careers, and life in general, continue to deviate from those around us. Some friends get married straight out of college, others wait until their 30s, and still others just never seem to connect with the “right” person. Some couples get divorced, some stay together. Some have children and others do not. Some move far away, while others end up building their lives a stone’s throw away from where they grew up. Our jobs and careers are equally as diverse.

As we mature, we become increasingly aware that for every door our decisions in life have opened for us, another one has closed. The early married and the never married alike wonder what might have been? So surely, the paths people choose are as individual as they are – or are they. For all of the striking contrasts in the decisions people make, their journeys through life also share many remarkable similarities. In her landmark best-seller, “Passages” (E.P. Dutton, 1976), developmental psychologist and author Gail Sheehy used a series of case studies to document the common transition or “crisis” points people pass through in their lives. What’s more, she discovered that these life stages are common to both men and women – though the ages at which each gender experiences them tend to be slightly different.

The various life stages are summarized as follows:

18 TO 22 – FINDING A ROLE

Before 18, the beginning of young adulthood – the battle cry is often, “I must get away from my parents!” However, there is seldom any real action behind the words. After that point, most people “do” begin the process of physically breaking away from the parental bonds of childhood. A person may go away to college, go into military service, take short-term trips, or lease an apartment.

During this period, young adults seek to establish a base of their own, while separating their views of the world from those of their parents. While “testing those beliefs,” according to Sheehy, young adults are likely to be “drawn to fads, preferably those most mysterious and inaccessible to their parents.” All the while, however, these young adults harbor a secret fear that they cannot really make it in the adult world – that they are still children. These feelings are masked by defiant behavior and acts of false bravado.

Young adults look for friends and peers whose views mesh with their own and for a time, they serve as a surrogate family. At some point, these friends may have a falling out – resulting in a return to the comfort and safety of the family home. “Rebounds are common between the ages of 18 and 22.”

At the end of this “test” period of independence, the young adult is better prepared to leave home from both a physical and emotional standpoint. Again, according to Sheehy, “A stormy passage...will probably facilitate the normal progression of the adult life cycle.” Conversely, those who fail to break the parental bonds during this period are destined to face an even harsher transition down the road.

THE REST OF THE 20S – SHAPING THE DREAM

From 22 to 30, most young adults shift their focus from the “interior turmoils of late adolescence” to the practical and external details of realizing their personal aspirations. It is the most exciting and energetic time of a person’s life.

During this period, people try to figure out how to accomplish their goals in life. They may latch on to stereotyped roles to help define their own, ask others how they succeeded, seek out mentors, etc. People also form a “capacity for intimacy without losing their sense of self.” 20-somethings also face pressure from society, their families and even their peer groups to do what they “should.” This may mean marriage, a family and commitment, or just the opposite “a commitment to have no commitments” and follow one’s dreams.

Sheehy tells us that, “One of the most terrifying aspects of the twenties is the inner conviction that the choices we make are irrevocable. It is largely a false fear. Change is quite possible, and some alteration of our original choices is probably inevitable.”

People take two very different paths in their 20s. The first leads to “building a firm, safe structure for the future by making commitments.” The other road leads in the opposite direction. People who make this choice feel free to explore and experiment with life. They do not make any permanent choices or ones that are not easily reversible. Of these two paths, neither one is the right or wrong choice – however, either, if taken to the extreme, can lead to problems down the road. In the former case, the person may feel trapped or locked into a relationship, in their 30s. In the latter instance, not committing to anything worthwhile can create a transient state and make the person prone to bouncing from one job and relationship to another.

THE EARLY 30S – QUESTIONING EARLIER CHOICES

The 30s is a decade of great turbulence for many people. It is the time when people reevaluate and often question the personal relationship and career choices they made in their 20s. Single people feel the urge to find a partner; people in committed relationships (especially those married seven years or longer) may feel discontented. According to Sheehy, “If the discontent doesn’t lead to divorce, it will, or should call for a serious review of the marriage and each partner’s aspirations...”

During this period, couples without children may consider having or adopting them and the stay-at-home mom who put her own career on hold for her husband and family feels the need to break out and do something on her own.

Career choices are under equally intense scrutiny. 30-somethings in the workforce, having “proved” their competency, become acutely aware of their own self-interests. They ask themselves where they will be in five, ten or fifteen years, if they stay in their present position. Are there better opportunities at another firm or should they branch out and start their own business?

Resolving all of these matters eventually leads to a more structured existence. The 30s are a time when people buy houses and become more serious about both their personal and career growth. At the same time, satisfaction with marriage is likely to decline.

35 TO 45 – IN SEARCH OF A TRUE IDENTITY

According to current figures on life expectancy in the United States – 74 for men and 79 for women, the mid to late thirties represent a person's official entry into middle age. Physical prowess, once "taken for granted" in youth, now begins to diminish and people become cognizant that there is probably less time ahead for them than has already past. People must come to terms with who they really are and how they will expend their energies in the second half of life. In this quest, old stereotyped roles no longer serve any purpose. Suppressed feelings, even "bad" ones, come to the surface.

Unmarried or childless women tend to reach this point quicker than men do. There is a "last chance" sense of urgency for women, probably for biological reasons, around the age of 35. For most men, it occurs about five years later. This is the full-blown mid-life crisis of popular culture. The clichés of the husband running off with his secretary, buying a red Corvette, or both; are based upon the 40-year-old who made strong personal and career commitments early in life and failed to adequately deal with his feelings of restlessness in his early thirties.

No matter what a man has achieved in life, at 40, he is likely to feel worn-out, on edge, weighed down and unappreciated. Men deal with these feelings in different ways. Some become self-destructive, while others channel this energetic tension toward a more positive outcome, such as developing their gentler and more principled side.

45 TO 50 – REVITALIZATION

During this period, life stabilizes for those who have dealt appropriately with the identity and validation issues of the mid-life crisis. With renewed vigor and self-purpose they stand on the threshold of what many describe as the best years of their lives. During this mellower time, personal happiness increases, friends become more important and people are able to let their children get on with their lives.

For those who fail to make a successful mid-life transition, age 45 means isolation and feelings of abandonment. Sheehy tells us, "Parents will become children, children will become strangers; a mate will grow away or go away; the career will become just a job..." At 50, the shock is repeated even more forcefully, which may be just what the person needs "to prod the resigned middle-ager toward seeking revitalization."

SUMMARY

How prominently these crisis points manifest themselves varies greatly from person to person, and situation to situation. Even so, awareness of this psychological undercurrent running through people's lives is as vital to the cold reader as a familiarity with basic personality types and traits.



SOCIO-ECONOMIC DATA

Socio-economic information is another important cold reading resource. The best places to look for current data include census bureaus, universities, almanacs, polling organizations, non-governmental organizations (NGOs), sociological books and journals, and associations or other groups who compile statistics or extrapolate the results for their various constituencies.

While in America, the U.S. Census Bureau is the principal source for all types of socio-economic statistics on the population, most other leading western nations, including the United Kingdom, Canada, Australia, etc., offer first-rate government databases as well – many of which are searchable online with some summary documents available in downloadable Adobe Acrobat PDF format.

As cold readers, we are interested specifically in information that will give us a clearer picture of our subjects – most of whom are women. Therefore, statistics about marriage and divorce, childbirth, cohabitation, etc., are all natural choices. It is also helpful to know some facts on economics, educational attainment, health and life expectancy, as well as popular culture and trends such as the names people give their children, what type of pets people own, etc. In this section, you will find an array of such statistics to get you started.

U.S. STATISTICS

If you do not do readings in the U.S., you will need to plug in your country's own related statistics. Even so, we hope this information will serve you well as a basic template.

PARENTING

At the end of women's typical childbearing years, between 40 and 44 years of age, 19% of women have no children, 17% have one child, 36% have two children, 18% have three children, and 10% have four children. The fertility rate for most women is between 1.8 and 2.1 children, except Hispanic women who average 2.4 births.

One in every three births is out of wedlock. 60% of unmarried mothers did not finish high school – only 3% of women who have children out of wedlock hold a bachelor's degree or higher. Seventy-one percent of all births to black women are out of wedlock, compared with 21% for whites, and 43% for Hispanics. Higher poverty rates for black families (about three times higher than white families) and inequities in employment opportunities for black men, force these women to retreat from marriage.

Sixty-eight percent of children under 18 live in two parent households, compared with 23% who live with the mother only and 4% who live with just the father – the remaining 5% live with relatives other than a parent or with non-relatives.

Forty percent of single mothers have never been married, 34% are divorced, 21% are married with the spouse absent and 4% are widowed. Forty-four percent of single fathers raising children are divorced, 33% were never married, 18% are married with the spouse absent, and 4% are widowed.

Of all households with children, 20% have one child, 40% have two children, 24% have three children, 10% have four children, and 6% have five or more children. These figures do not distinguish between children living with both natural parents and those in stepfamilies, or living with other relatives.

Both parents were employed in 64% of married-couple families with children under 18, while the father, but not the mother, was employed in 29% of these families. The proportion of "traditional" families in which the father, but not the mother, is employed, is much larger among couples with preschool age children than among families whose youngest child was 6 to 17 years old.

MARRIAGE AND DIVORCE

The median age at first marriage is 25 for women and 27 for men.

Cohabitation precedes nearly half of all marriages.

Nearly half of first marriages end in divorce.

Women initiate two-thirds of all divorces. This figure is lower in states where shared custody of the children is more likely.

About two-thirds of divorced women and three-quarters of men eventually remarry. Divorce rates in second marriages are even higher than first marriages. Most second marriages that fail do so within

five years. One of the leading risk factors in re-marriage appears to be the presence of children and the ongoing involvement of the spouse from the first marriage – which occurs in about 70% of all re-marriages.

COHABITATION

Nearly half of women in their 30s have cohabited.

About one woman in five, between the ages of 25 and 44, is currently cohabitating.

Of the one in three out of wedlock births, 41% of those are to cohabiting couples.

Fifty-five percent of different sex couples who cohabit get married within five years of moving in together, 40% break up within the same period and 10% remain in an unmarried relationship beyond five years.

About 75% of different sex couples who cohabit plan to marry their partners.

LIVING ALONE

Forty-four percent of all adults are unmarried. Of these, 64% have never been married, 21% are divorced and 15% are widowed. People living alone account for 83% of non-family households. Men account for 61% of householders under age 45 who live alone, while 68% of householders over 45 who live alone are women.

Of people 55 and older, 32% of women are widowed, compared with just 9% of men, in a given year. Forty-five percent, of women age 65 and older are widowed and seven out of ten of these, live alone. Among the population at large, women 65 and older are over three times more likely to live alone.

EDUCATIONAL ATTAINMENT

Men and women, 25 years and older, are equally as likely to have completed high school, 83%. Twenty-eight percent of men have obtained a bachelor's degree or higher compared with 23% of women. In the under 30 crowd, however, women have been outperforming men both in high school and college graduation levels.

Hispanics are the least likely racial/ethnic group to complete high school – just 56%. Eleven percent of Hispanics have obtained a bachelor's degree or higher.

HOUSING

Two-thirds of householders own their homes. Ownership rates are highest in the suburbs and non-metropolitan areas and lowest in central cities.

Forty-eight percent of women and 58% of men age 18 to 24 either live with their parents or in a college dormitory.

The primary family residence accounts for 44% of all net worth.

COMPUTERS AT WORK

Half of all workers use a computer at work. Fifty-six percent of business computer users are women, 44% are men. In fact, women in every industry had higher levels of computer use at work than their male counterparts.

COLLEGE STUDENT DEBT

Seventy-eight percent of college students have at least one credit card with an average balance of \$2,748.

The average student loan debt of students graduating from public four-year schools is \$11,950 and \$14,290 for students graduating from private four-year schools.

College students generally overestimate their earning potential. Whereas the average income for recent college graduates is \$27,000, students reported an average expected income of \$39,016.

LIFE EXPECTANCY

Life expectancy continues to grow. It is currently 74 for men and 79 for women.

SENIORS IN THE WORKFORCE

Only 16% of men and 10% of women over 65 are in the workforce.

DISABLED ADULTS

One in five adults lives with some form of mental or physical disability. The likelihood of having a disability increases with age. Of people age 80 and older, 74% reported some disability and 35% were disabled enough to require assistance.

AVERAGE HEIGHT AND WEIGHT

The average female is 5 feet 3 inches and weighs 135 pounds. The average male is 5 feet 9 inches tall and weighs 162 pounds.

TATTOOS

One in seven people have a tattoo and more than one in five, 22%, of young men and women aged 18 to 25 have one. Women conceal their tattoos on the upper arm or shoulder, hip, ankle, thigh or in a place, only their lovers will see. The most popular female tattoos include Chinese characters, flowers, and butterflies.

PETS

Sixty-one percent of all households own some type of pet. 40% of the adult population live in a household where dogs are owned, 30% live in cat-owning households, 10% keep fish, 6% own birds, 3% own reptiles (including turtles). Women living alone and working full time are more likely to have a cat as a pet. Hair on clothing is the best clue.

MOST POPULAR PET NAMES

- | | |
|------------|--------------|
| 1. Max | 16. Jake |
| 2. Sam | 17. Bandit |
| 3. Lady | 18. Tiger |
| 4. Bear | 19. Samantha |
| 5. Smokey | 20. Lucky |
| 6. Shadow | 21. Muffin |
| 7. Kitty | 22. Princess |
| 8. Molly | 23. Maggie |
| 9. Buddy | 24. Charlie |
| 10. Brandy | 25. Sheba |
| 11. Ginger | 26. Rocky |
| 12. Baby | 27. Patches |
| 13. Misty | 28. Tigger |
| 14. Missy | 29. Rusty |
| 15. Pepper | 30. Buster |

SOURCE: ASPCA Veterinary Study

MOST POPULAR BOYS' NAMES BY DECADE

1880: John, William, Charles, George, James, Joseph, Frank, Henry, Thomas, Harry

1890: John, William, James, George, Charles, Joseph, Frank, Harry, Henry, Edward

1900: John, William, James, George, Charles, Joseph, Frank, Henry, Robert, Harry

1910: John, William, James, Robert, Joseph, Charles/George (tie), Edward, Frank, Henry

1920: John, William, James, Robert, Joseph, Charles, George, Edward, Thomas, Frank

1930: Robert, James, John, William, Richard, Charles, Donald, George, Joseph, Edward

1940: James, Robert, John, William, Richard, Charles, David, Thomas, Donald, Ronald

1950: John, James, Robert, William, Michael, David, Richard, Thomas, Charles, Gary

1960: David, Michael, John, James, Robert, Mark, William, Richard, Thomas, Steven

1970: Michael, David, John, James, Robert, Christopher, William, Mark, Richard, Brian

1980: Michael, Jason, Christopher, David, James, Matthew, John, Joshua, Robert, Daniel

1990: Michael, Christopher, Joshua, Matthew, David, Daniel, Andrew, Joseph, Justin, James

2000: Jacob, Michael, Matthew, Joshua, Christopher, Nicholas, Andrew, Joseph, Daniel, Tyler

MOST POPULAR GIRLS' NAMES BY DECADE

- 1880:** Mary, Anna, Elizabeth, Margaret, Minnie, Emma, Martha, Alice, Marie, Annie/Sarah (tie)
1890: Mary, Anna, Elizabeth, Emma, Margaret, Rose, Ethel, Florence, Ida, Bertha/Helen (tie)
1900: Mary, Helen, Anna, Margaret, Ruth, Elizabeth, Marie, Rose, Florence, Bertha
1910: Mary, Helen, Margaret, Dorothy, Ruth, Anna, Mildred, Elizabeth, Alice, Ethel
1920: Mary, Dorothy, Helen, Margaret, Ruth, Virginia, Elizabeth, Anna, Mildred, Betty
1930: Mary, Betty, Dorothy, Helen, Barbara, Margaret, Maria, Patricia, Doris, Joan/Ruth (tie)
1940: Mary, Barbara, Patricia, Carol, Judith, Betty, Nancy, Maria, Margaret, Linda
1950: Linda, Mary, Patricia, Barbara, Susan, Maria, Sandra, Nancy, Deborah, Kathleen
1960: Mary, Susan, Maria, Karen, Lisa, Linda, Donna, Patricia, Debra, Deborah
1970: Jennifer, Lisa, Kimberly, Michelle, Angela, Maria, Amy, Melissa, Mary, Tracy
1980: Jennifer, Jessica, Amanda, Melissa, Sarah, Nicole, Heather, Amy, Michelle, Elizabeth
1990: Jessica, Ashley, Brittany, Amanda, Stephanie, Jennifer, Samantha, Sarah, Megan, Lauren
2000: Emily, Hannah, Madison, Ashley, Sarah, Alexis, Samantha, Jessica, Taylor, Elizabeth

SOURCE: Social Security Administration

Note: Most people's names start with a "J" or an "M."

CHAPTER FOUR: THE 30-SECOND PROFILE

THE 30-SECOND CLIENT PROFILE

While at first it might appear you could glean very little information from just meeting someone, actually just the opposite is true. The following checklist illustrates some of the things to look for. While this process may be conscious when first starting out, it becomes almost intuitive for the experienced and proficient reader.

Profiling a client is similar in many respects to the process used by a sales person at an appliance store or in car dealership when qualifying a prospect. The difference is where the sales person is interested primarily in determining whether someone can afford his or her product, the reader's purpose goes far beyond a single objective.

The reader's goal in profiling a new subject is to try and answer as many questions about who this person is, as possible, such as marital status, apparent age, children, lifestyle, possible hobbies, line of work, ethnic background, religion, etc. If it seems like a lot of information for 30 seconds, it is not. With practice your brain, being the remarkably efficient information processing machine it is, will develop shortcuts. It will begin to recognize similarities between past subjects and your current sitter, and classify them accordingly. This is why; experience is considered the best teacher of cold reading.

Your goal in the beginning, is to gain an overall impression or snapshot of the subject. Any questions that you are able to answer through observation give you a decided advantage in better understanding your subject and detecting the purpose for their cold reading.



Physical Appearance

- Apparent age
- Jewelry
- Accessories
- Grooming
- Attire
- Other
 - Attractiveness
 - Height, weight and fitness
 - Skin
 - Teeth
 - Tattoos
 - Handicaps or other infirmities

Psychological Disposition

- Demeanor
- Speech

Let us examine The 30-Second Profile checklist in greater depth.

PHYSICAL APPEARANCE

APPARENT AGE

The key here is to look at the face, especially the eyes. Even people who look deceptively young and fit beyond their years are likely to have “crow’s feet” at the corners of their eyes. Laugh lines around the mouth and creases on the forehead are also likely to be a little deeper and the skin is frequently less elastic. Facial muscles have a tendency to sag somewhat with age – those effects are worse in some people. People who carry extra weight, or smoke or drink to excess will often appear older than they actually are. The use of bi-focals and/or the presence of age or liver spots on the hands or arms are generally reliable indications that a subject is in their mid to late 40s or beyond. In estimating age, older readers have an edge over their younger colleagues, since they have already experienced the aging process themselves.

JEWELRY

Jewelry lets people tell the world what they want it to know.

WEDDING RINGS

The most significant piece of jewelry from a cold reading perspective is, of course, the wedding band or engagement ring. In addition to telling the reader about a subject’s marital status or impending nuptials, rings are symbols. A small solitaire diamond shows strong affection even though money is clearly an issue to this couple. The chances are very good that this ring represents a substantial amount of money, relative to the income of a hard working and struggling young groom. On the other hand, a very large diamond or cluster of diamonds around a large diamond, indicate a much higher level of affluence. Money and personal comfort are probably not issues here, nor is the ability to travel and take vacations. If this woman dresses and carries herself well, and appears well educated, she probably came from an equally affluent background. In most cases, her father will be or have been a successful businessperson or professional. Her husband or husband to be will typically be close to her own age and may work in the family business – his family’s or hers, or as a professional. They are likely to already own heir own home and probably received at least the down payment as a gift. If the woman is young, extremely attractive, and perhaps not as highly cultured or educated, the man will typically be older – sometimes as much as 7 to 15 years. This young woman while setting herself up for the future will typically be fighting an internal duel between her conflicting needs for romance and a comfortable lifestyle.

Finally, a simple gold or silver wedding band can also be quite telling. The couple may have cohabitated for a substantial period and just went through the motions of making it “legal.” They probably also had a very small ceremony or simply went to the justice of the peace. It can also mean both people are struggling financially to meet their basic needs. This may be because of a lack of education or opportunities or due to problems, like alcohol or substance abuse. In this latter case, there will be other noticeable signs, such as poor skin with puffiness or discoloration, bloodshot eyes, hand-drawn (non-professional) tattoos, bad teeth, etc.

In reading a man, we use the presence of a wedding band, “tan line” (if the ring was recently removed) or a band aid on left the ring finger, as a confirmation he is married. Most men – baby boomers and younger – “do” wear their rings in contrast to men who are much older. Those latter men grew up at a time when rings were not always considered masculine.

OTHER RINGS

Rings are also sometime worn, especially by men, to signify education, military service and affiliation or membership (Masons, etc.), as well as just to infer affluence. Young women will often wear several small rings, sometimes with their birthstone (pearls and diamonds can, of course, be misleading) so the reader knows the month of her birth. A butch or androgynous female wearing a plain band on her “right” ring finger (the opposite placement of a traditional heterosexual marriage wedding band) may indicate a lesbian in a committed relationship.

NECKLACES AND BRACELETS

Most necklaces and bracelets (wrist or ankle) on women, offer an additional possible sign of an affluent lifestyle. In addition, a silver medical ID bracelet usually indicates a serious condition, such as diabetes, while people suffering from arthritis may wear a copper bracelet. Grandmothers will sometimes wear charm bracelets or necklaces with the birthstones of their children or grand children. A crucifix or Star of David gives proof of orthodox or more observant religious practices.

EARRINGS

Again, on women, they can serve to reinforce a person’s economic status. On men, the presence of an earring in each ear or just the left ear, mean he is heterosexual. It also shows he is very aware of his sexuality and may be attempting to appear younger, hipper or more appealing to the opposite sex. A man wearing an earring in his right ear only, signifies a gay lifestyle.

WATCHES

Expensive watches (Rolex, etc.) are signs of affluence. Less expensive watches can suggest whether a person is conservative (traditional style), rational and technically minded (digital), stylish (Swatch or similar), or active and sports-minded (diver’s or weather-resistant watch).

PINS

Lapel and other style pins are obvious symbols of things people support or believe in. American flags, religious symbols, corporate, club or event logos, such as a ribbon for breast cancer or aids research, tell you what people feel strongly about now. For example, an event logo may mean recent or upcoming participation. Note, unicorns and rainbows are sometimes used as gay symbols.

COSTUME JEWELRY

High-spirited women with limited financial means who want to show they have personal style and flair will sometimes wear imitation jewelry.

NO JEWELRY

The absence of jewelry usually indicates either a highly introverted personality or someone with high ideals who consciously shuns the trappings of an affluent society.

ACCESSORIES

Handbags, pagers, cell phones all fall into this category. By now, it should be clear what a woman carrying a designer, imitation designer, plain cloth or leather handbag indicate to you as a reader. You can notice other clues, too. If the subject is carrying a shopping bag from Toys-R-Us, the chances are good she has a small child at home. Pagers and cell phones infer importance and the need to stay connected with other people – whether genuine or contrived. Other evidence will support or refute this conjecture. Nowadays, corrective glasses also make a personal fashion statement. Are the subject's glasses hip or out of date? Remember, flashy or glitzy jewelry or accessories point to an extroverted and possibly, "sensation seeking" personality.

GROOMING

Grooming tells you how people feel about themselves and how they want the world to perceive them. Is the person's hair styled or nicely cut? Is his mustache or beard neatly trimmed? Are his nails clean and trim or hers' painted? Good grooming implies success, high achievement and affluence – a person who demands respect. This holds true whether the person works in business or the home. Inadequate grooming on the other hand, symbolizes almost just the opposite – lack of resources and potential, and a general indifference to what other people think. It is really more about attitude and perception than anything else is. The college-degreed computer techie in your office may take less pride in his appearance than the man with only a high school diploma who makes the deliveries.

As covered in an earlier section, a man who works hard with his hands may have dirt on his hands or under his nails, which is beyond normal clean up! This does not reflect poorly on otherwise good grooming habits. It serves merely to confirm his vocational direction in life. The length of a man's hair may also provide some clues as to his vocation, such as extremely short hair or crew cuts for police, fire fighters and military personnel, or trendy longer hair with a ponytail as worn by some college professors, psychologists, counselors, truck drivers, musicians, bartenders, and others employed outside of conventional business settings.

ATTIRE

Formal or casual business attire indicates the person probably works in an office or professional setting. Casual wear, such as freshly laundered blue jeans and a shirt, can be a sign of personal comfort and affluence, especially if the clothing is from a top-tier name brand or designer label. Particularly when worn in combination with new-looking, expensive walking or casual shoes. Conversely, poor quality and often ill-fitting discount store jeans and tops, infer a lack of prosperity, as do badly worn or out of date clothes and foot wear. Clothes damaged by rips, tears and stains, also betray a lack of affluence. Uniforms and work clothes, or ball caps with equipment or tool brand logos, are likely to be worn by men employed in physical occupations. A flashy or attention-getting outfit shouts an extroverted "sensation seeking" personality.

Clothes that sag a bit may indicate the subject is dieting and losing weight, while tight clothes indicate recent weight gain or a weight problem the subject has not adequately addressed. Maternity clothing denotes an impending birth, while the woman who is still wearing blue jeans with a stretch panel in the back or an oversize top, may be trying to conceal some extra weight from a recent birth. In such a case, the accumulation will be concentrated around her mid-section and hips. A new mother's breasts may also appear full and round. If a person's clothes are so loose, they simply hang on them, it can indicate a rapid weight loss from serious illness. In that case, the health of the person's skin and hair will provide additional clues.

ATTRACTIVENESS

This is a subjective call, however most people have an appreciation for aesthetic beauty. Extremely attractive women have a unique set of concerns, which the cold reader needs to understand and address. This may include problems with bosses and co-workers crossing the line and people not recognizing her intelligence or other abilities. Beautiful women also intimidate most men and are viewed by many other women as a threat.

HEIGHT, WEIGHT AND FITNESS

Is the subject above or below average height (5'3" for women or 5'9" for men)? When you make assertions during the reading, it will help to know if most women or men are taller or shorter than the subject is. You also want to have a general idea of whether or not the person's height and weight are proportional. If the person is considerably overweight, that problem is likely to be an overriding issue in their life. On the other hand, if someone is especially fit and visits a health club regularly that says something entirely different about their personality, priorities and lifestyle.

SKIN

While skin color reveals a subject's racial/ethnic background (i.e. white, black, Hispanic, Asian, Pacific Islander, etc.), their skin texture and tone testify to either a healthy or unhealthy lifestyle. The skin of white people who smoke tends to age prematurely and take on a slightly yellowish cast. It is not uncommon for long-term, heavy alcohol users to have puffy faces and broken blood cells in the nose. Liver spots on arms and hands are a sign of the aging process. Even in middle age, subjects who had bad acne as teenagers may still retain some facial marks. Large facial scars document evidence of serious trauma from abuse, attack or an auto or other accident. Sagging skin is a sign of substantial, recent weight loss. Waxy, pale or gray skin at the extremities is often a sign of poor circulation and may indicate a serious medical condition, as does swelling at the ankles. New mothers, especially those still nursing, often have a radiant facial glow. Dark circles under a young woman's eyes can also suggest she is not getting enough sleep because of a newborn. This may be especially true of a mother who is trying to juggle work and family. A person with a fresh tan in the middle of winter in the north has probably flown somewhere tropical recently. Likewise, a healthy tan on obviously affluent subjects who normally work indoors almost certainly means time spent playing golf, tennis or boating. It is equally reasonable to assume a man with deeply tanned and weathered skin, works in the elements – rough or calloused hands will corroborate this supposition.

TEETH

Gaps in teeth, or discolored, missing or chipped teeth, and similar problems, all serve as yet another gauge of personal accomplishment and wealth. People struggling to meet their basic living needs often forgo proper dental care and cannot afford to correct inevitable problems with cosmetic dentistry. A missing front tooth may also indicate the person is a victim of abuse from their spouse or partner.

TATTOOS

Many young men and women get tattoos today. They no longer carry the negative connotation they once had, even for otherwise quite respectable young women. The benefit of spotting a tattoo with a name should be obvious. In addition, the quality of the tattoo also says something. Hand-made tattoos on the fingers, hands or arms, may be a sign of incarceration, foreign military service, or at the very least, an impoverished background. Even with their higher acceptance in society, a thinking man who plans a professional or business career is unlikely to have a visible tattoo below the short-sleeve shirt "line."

HANDICAPS AND INFIRMITIES

People sometimes have physical or mental impairments, which have a dramatic impact on how they live their lives. Does the subject limp or is he or she in obvious discomfort when moving, sitting, holding objects, etc.? Do this person's hands shake? Does this person have a noticeable twitch or other nervous condition? Can he or she see without squinting? Alternatively, is the person so overweight that the mere action of moving across a room causes him or her to become short of breath?

PSYCHOLOGICAL DISPOSITION

DEMEANOR

Does the subject come off as shy and reserved, or talkative and outgoing (introverted versus extraverted)? Are there any outward signs of emotion? If so, does the person appear cheerful, excited, angry, worried, anxious, etc.? Excitement may mean a single person has recently met someone new. Happiness or cheerfulness is a sign of good news, such as a pregnancy, mortgage or loan approval, or possibly a promotion at work. Anger may be directed at a spouse, boss or co-worker, or the person that took the subject's parking space. Worry generally means a fear of something unknown, such as a first pregnancy, the outcome of a pregnancy test or other health-related tests, or the illness or health condition of a loved one. Anxiety frequently stems from feelings of losing control; however, it is more difficult to speculate on its source, if there is one. The person may be anxious over the reading, because they suspect a spouse or partner is unfaithful, or just about anything else.

SPEECH

Is the subject well spoken or inarticulate? Does the person's vocabulary suggest higher education? Are the speech patterns consistent with local usage or does the person have an accent?

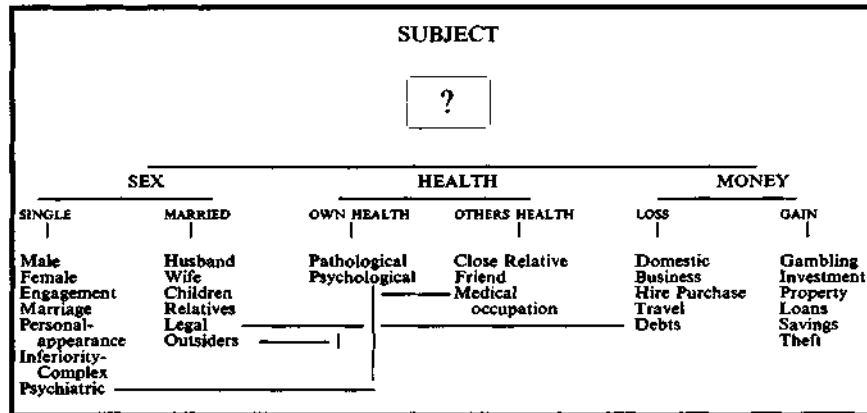


CHAPTER FIVE: BASIC TECHNIQUE

WHY PEOPLE GET COLD READINGS

In this chapter, we are going to pull together all of the information provided in the preceding chapters and learn how to utilize it for cold reading. Before we can do this however, we must first understand why people have a cold reading, even a casual one, in the first place.

The reason? Most people have some unresolved issue in their life and want to know what the future holds in store for them. They want a glimpse into the crystal ball, if you will. The subject already knows the past and present; they want to know where they are going. In order to get to that point, however, you must first convince them that you, too, can see some of the details of their past and present. Only then, will your prognostications have credibility.



CORINDA'S TABLE OF PROBABILITIES

(LISTED IN ORDER OF IMPORTANCE)

The importance of concerns reflects the culture and values of society in wartime Britain (WWII).

PRIMARY SUBJECT CONCERNS

As we already know, most concerns will have to do with relationships, finances and/or health/welfare. Keep in mind, people are most interested in the things that directly affect their daily lives and over which they have little control.

MOST SUBJECTS' CONCERNS INVOLVE...

- Romance
- Spouse
- Marriage
- Children
- Buying first home
- Career
- Divorce
- Relatives

The welfare of those people and things come next.

THOSE CONCERNS INCLUDE...

- Travel safety (especially flying overseas)*
- Fear of first pregnancy
- Difficulty conceiving child
- Miscarriage
- Other health problems (own or immediate family)
- Passing of elderly parent or sibling
- Stepmother/stepfather care of own offspring
- College-bound children
- Problem with in-law (ie. mother-in-law)
- Gambling (winning)
- Money problems (too much debt)
- Bad investments
- Uncertainty about a new business venture
- Major purchase (buyer's remorse)

*Major concern for travelers worldwide since the September 11th attacks on the U.S.

The major exception to these would be the special concerns of people who are obese or handicapped. In that case, their overriding concern is likely to be how their disability affects their life.

Based upon what you already know about this subject, ask yourself, "What could be missing from this person's life or be troubling this person?" Each subject must be evaluated individually, based upon what you know about him or her.

COLD READING SESSION FRAMEWORK

When a person sits for a reading, there are three distinct phases to the session. The first phase is to establish a rapport and break down the sitter's natural skepticism. Even people who want to believe you have the power to foretell the future begin with the attitude, "Okay prove to me you're genuine." In order to do this, you must utilize the preliminary information you have gathered about the subject along with more universal warm reading generalizations. Once the subject lets his or her guard down and starts supplying feedback, you begin the second phase of the process by interacting with the subject – mixing try-on and multiple out statements with still more warm reading remarks – the faster the pace, the better. You continue this process until you pinpoint the issue or concern at hand. In the final phase, you reinforce and amplify your hits, while offering positive predictions for the sitter's future health, happiness and prosperity.

Let us breakdown this process and demonstrate exactly how to apply what we have learned thus far.

PHASE I – ESTABLISHING A RAPPORT

As covered earlier, warm reading is the technique of making favorable or flattering assertions about the subject, which are likely to be true of just about anyone. The sample reading on page 18 shows how these personality traits are worked into your opening statement.

This technique, combined with a basic knowledge of psychology, trends and the initial profile, enable you to tailor your comments to even better reflect the subject.

PHASE II – SUBJECT INTERACTION

This is the feedback stage where you put your skills to work. Getting the subject to open up is the most difficult and least understood aspect of cold reading. It is a true art. Here is the real key. The more the subject feels you know about them, the more they will be willing to divulge. Why? They want to know what you know about THEIR FUTURE.

There are two fundamental techniques, which we have mentioned throughout this book. Here is how they work...

TRY-ON STATEMENTS

Try-on statements are designed to prompt a reaction. Here are a few examples you might use with a young female sitter...

“I get the feeling you’ve been thinking about the past more than usual lately.”

“You have some unfinished business in your personal life, something you need to put behind you.”

“There seem to be some financial issues that are creating tensions in other areas of your life.”

While none of these is a direct question, all are designed to elicit a response from the sitter. Often, the subject will be concentrating so intently, on what you are saying and trying to “retrofit” this information to his or her own situation, he or she will be completely unaware of even giving a response. Do not use the feedback you get right away. Rather, file it away and move on. Keep in mind, that whenever you need time during the reading, it is always safe to fallback on warm reading – so tell the subject more wonderful things about him or herself. After a suitable amount of time has elapsed, you can begin to work the facts provided by the subject back into the reading. When you do so, make it appear as if YOU are revealing this information for the very first time. The subject will later recall that you knew “she had a fight with her boyfriend, George, that morning.” Something you could not possibly have known!

Remember, never ask a direct question. After all, you are the mind reader – you are supposed to already know the answers.

MULTIPLE OUT STATEMENTS

Multiple out statements offer yet another valuable tool to the cold reader. They are even broader in scope than try-on statements. Here are a couple of examples, again for a young female sitter...

"I am getting an image of a woman in your life – someone you don't always get along with. Let me try to describe her. She appears older than you, with shorter hair. I think she may even color her hair."

"I am sensing two initials – a 'J' and an 'M.' My impression is that somehow names that start with these initials are, or will be, significant to you."

In the first case, the subject is open to interpret this to be her mother or mother-in-law, a sister, a co-worker or boss, her sister-in-law, etc. Rest assured, if there is a woman in her life she does not get along with or with whom she has a personality conflict, she will "tell you" who it is. In the second instance, the chances are extremely high someone close to her or at the very least, someone she knows, will have a name that starts with one of the most common letters for first names.

PHASE III – THE RECAP

The final phase of the cold reading session is where you remind your subjects about all of the successes you had and embellish them even further, as well as where you tell them about the bright and exciting future that lay ahead for them. If the person is seeking a partner or soul mate, tell them they have the potential of meeting that person within the next 6 to 12 months and it will probably happen on a Friday, Saturday or Sunday, at a time and place they least expect it. Say this person will be different from the type of people they are used to dating. By creating the expectation, you open this person up to the possibility of a new relationship and perhaps, help him or her to get beyond modes of thinking or patterns that may have doomed past relationships to the rubbish heap. Make no absolute statements, but speak rather of potential and capacity. You have the capacity to work hard and buy a home someday, or you have the potential to achieve whatever you desire in life. You will experience adversity from forces outside of your control, but you have the power within you to prevail.

HITS AND MISSES

It is vital for cold readers to be able to gauge when their assertions are hitting the mark and just as importantly, when they are not. Subjects will usually react to a hit in one of several ways. If you are using a prop, such as a deck of Tarot cards, the person may pull his or her chair in closer or suddenly become more interested in what a specific card looks like. You may also notice the person is blinking less or hear him or her noticeably exhale. Any sense of heightened interest is a tip-off that you are getting close. Some people will even nod, as if saying, "You're right." Not all responses to hits are positive in nature, some people react adversely when you connect. They may abruptly adjust themselves in their chair or just appear a bit uneasy or uncomfortable. Fidgeting is another sign.

On the other hand, passivity or disinterest is a clear signal that your assertions are not resonating with the subject and it is time to change your approach or line of inquiry. A subject who responds to nothing you say is probably a skeptic. In that case, you are fighting a losing battle, simply feed the person's ego and cut the session short. Cold reading requires cooperation. In the final analysis, you will find very few skeptics who are not vulnerable to flattering assertions about themselves.

Even when you do miss badly, never admit failure. Rather, confidently re-position your assertion as either something that will happen in the future or has happened in the past, but that the subject may not remember.

STANDARD LEAD-INS

Here are an array of stock lead-ins to set up your assertions.

You've always been...	You will attract...	I don't know...
There are very few people...	You are searching for...	I don't feel...
You have a way...	You would be happy...	If you persevere...
You are prepared for...	My psychic sense is...	People around you...
It is important for you...	Based upon your past...	Your image...
My sense is...	The key is...	You are going to be surrounded by...
You have...	I believe...	Within the next 12 months (6 months, etc)...
As a child, you were...	I don't think you are...	Within you there is...
Your strongest asset...	You have...	There seems to be...
You will...	Everyone looks at you and...	It's sort of paradoxical that...
I perceive...	Somebody can show you...	You cannot...
I sense that...	Relative to psychic abilities...	You carry...
I don't sense that...	You are...	You could...
I feel that...	He (or she) is not going to...	A lot of other men (or women) your age...
Based upon your energy...	My first impression is...	It takes two...
Your aura tells me...	I see you as...	Plan to...
It wouldn't surprise me if...	As far as your future is concerned...	Be aware that...
I see a...	I doubt very much if...	Watch out for...
My intuition mind tells me...	In many ways, you...	You are different...
In your mind...	In a past life, you...	You shall...
My personal feeling is...	You are always...	You still have...
Your lucky number...	Why am I getting (or sensing)...	You seem to be...
You possess...	You have become...	Nobody is going to tell you...
At times, you...	In my mind...	You are looking at...
You've been able to overcome...	Metaphysically, you are...	
I feel that in this world...	Your previous husband...	
You are able to sense...	You are capable of...	
Deep within you...	It appears that...	
Other women would...		

CHAPTER SIX: ADDITIONAL INSIGHTS

OTHER INSIGHTS

Sometimes it just helps to have some additional insights into certain groups of people. The following “stock readings” combine psychology, statistics and hard-earned experience. They are both age and marital-status appropriate. Adapt a point or two to supplement your own subject insights.

SAMPLE INTRODUCTORY STATEMENT TO SITTER

I can often sense a person’s life force or energy level from their picture, handwriting, palm or by the mere touch of their hand. We all have the capacity for intuition to some extent. How we develop our natural abilities is up to us. There is nothing supernatural about what I do.

COLLEGE FEMALE

- Your parents are living out their own goals and aspirations through you.
- Your parents want you to do better than they did.
- You do well in courses you like, but in some mandatory ones, you do not always apply yourself.
- In your parent’s minds, you will always be young and innocent – so they tend to be a bit over-protective. That drives you crazy.
- You are having a difficult time. You are torn between someone new you have met, a boy from one of your classes, and another young man from your past.
- I get a strong impression you have a sibling or a friend that is almost like a sister to you.
- I see you in a professional field when you graduate. You have a natural gift for understanding and getting along with other people, so you will do well in any field you choose.

COLLEGE MALE

- You have athletic abilities, but you also have some hidden talents and abilities not many people know about.
- Your father wants you to be like him, but I sense it’s important for you to be your own person.
- You have have probably been thinking about a part-time job – perhaps tending bar or working in a local club or restaurant.
- I get a strong impression you have a sibling or a friend that is almost like a brother to you.
- I sense many girls in your classes find you attractive and maybe even somewhat mysterious or intriguing.
- My sense is you prefer young women who do not wear a lot of make-up – girls with long hair who are naturally pretty.
- In your life, you will be successful and well traveled. At some point, I see you wearing a uniform or some type of professional coat or lab jacket. I am not sure what that means – it could be a military or police officer, firefighter or paramedic, doctor, scientist or possibly some type of technician.

SINGLE FEMALE – UNDER 35

- Sometimes you attract the wrong type of man.
- Finding your soul mate is important to you.
- Older men are often attracted to you, though you are looking for a certain type of man and most of those do not fit the bill.
- If you date a man, more than three times, it has the potential of being a serious relationship.
- You do not like to compromise your principles.
- I sense that you are more entrepreneurial, than domestic.
- The success in your career has not always been reflected in your personal life.
- You sometimes have dreams of flying, which means you have a very strong spirit – you are not going to be confined by life's limitations.
- Your family is always asking when you will get married. They have a way of really pushing your buttons.
- You have no interest in the bar or single's scene.
- You have no tolerance for men who are jealous or lack confidence.
- My impression is that there is a long-term relationship in your past that did not work out. I see this man as someone who has tried to stay in your life by becoming your friend, rather than a romantic interest. I sense you want more than he has to offer.
- When you meet the person of your dreams, you will know it at once. You will feel the chemistry between you. He will be on the taller side with an unmistakable sparkle in his eyes. I see some significance with the initials – “J” as in John, “M” as in Mark, “P” as in Peter or “R” as in Robert.

MARRIED FEMALE – UNDER 35

- I sense you tend to be sensitive to the needs of other people.
- I get the impression you always knew the type of man you would marry.
- You have gone through some major changes in your life.
- You sometimes take on more responsibility than you can handle.
- You are the type of woman who does not require a lot of make-up or jewelry to be attractive.
- My impression is that at some point one of your husband's close friends or even a brother has made his attraction to you known, but you never told your husband about it.
- You are always trying to please others – sometimes at your own expense.
- At times, you feel as if your husband is the child. I also get the impression he does not always work as hard at the marriage as you do.
- I sense you sometimes have trouble balancing your checkbook and it always seems there should be more money in the account than there is.
- You have more talent than you credit yourself.
- You are very articulate and I sense you can speak at least a little of some other language, maybe French or Spanish.
- You are not overly materialistic, but you do want a nice home for your family. It is important for you to own your own house, rather than throwing away rent.

SINGLE MALE – UNDER 35

- Time seems to be passing a lot more quickly than it did when you were younger.
- You are the type of man who is not easily impressed by women.
- Many younger women find you attractive.
- At times, you can be a bit stubborn in getting what you want.
- You enjoy playing or watching sports with your friends.
- You like the outdoors.
- You do not like to make decisions too far in advance.
- You like to have nice things with regard to your clothes, car and sports equipment – however I sense you do not place the same emphasis on where you live.
- Some other men you know who got married in their twenties are already divorced and I think that makes you a bit reluctant about tying the knot.
- You do not want to fall into a predictable pattern – to be as committed to a family as early in life as your father was.
- If you date a woman, more than three times, it has the potential of being a serious relationship.
- You enjoy looking at women and can appreciate beautiful things.
- I see you living a long and healthy life. You will be successful in both business and your personal life. At some point, I would not be surprised if you operated your own business. I can also see you having a nice home, somewhere warm with water around it.

MARRIED MALE – UNDER 35

- You are the type of man who never settles or compromises – you have an extremely strong drive to succeed. Every time life knocks you down, you get right back up. That shows character.
- When you want to be, you are a very romantic man.
- You still enjoy looking at beautiful women. You love your wife, but it does not hurt to look at the menu – as long as you do not order.
- It is often difficult for your wife to control her emotions when you disagree.
- You have hidden talents and abilities most people do not know about. I would not be surprised to learn you once played in a band and either sang, played a guitar, drums or even keyboard.
- You will become a father, if you are not already. I see two children in your life. Your children will be very much in your image. If you ever were to remarry that number would double to four – though they might not all be your biological children.
- I see an older man opening some doors for you in life, perhaps creating some new opportunities. The initials – “J” as in John or James, “W” as in William, or “R” as in Richard or Robert, seem significant in this respect.
- If you do not already own your own home, I sense you will buy one sooner rather than later. I sense that owning your home is especially important to your wife.
- My impression is that you and your wife compliment each other quite well. You both bring different strengths and abilities to your partnership in life.

SINGLE WOMAN – OVER 35

- My sense is that you have grown stronger through your life experiences. While some women are destined to make the same mistakes over and over – you learn from the past.
- You have a very strong sense of intuition about whether a man is worthwhile or not – whether he has a good heart or not.
- When you have the opportunity, you enjoy travel. My psychic impression is that you have cultivated an appreciation for the finer things in life – quality wines, good food, art, literature and the like. You also have excellent taste in decorating and a rare ability to mix eclectic pieces and furniture together and make them look good.
- Your friends and family all wonder when you will marry or re-marry. They do not understand that you are not going to settle for just anyone.
- My sense is that if you do not already have children, you will. I see two – one and one. Those may be biological, through marriage or possibly adoption – but I see two children calling you mom or mother. They may even be twins.
- My impression is that although you still attract men several years younger than you are that these men do not possess the depth of character you are looking for in a mate. I feel your soul mate will be three to seven years older than you are. He will have some gray in his hair and the first thing that will draw you to him will be his eyes and sense of humor. This man will be strong, independent and a smart businessman. Someone who is well respected. He will also be coming out of a failed, long-term relationship or marriage.

MARRIED WOMAN – OVER 35

- People around you think you are much younger than you actually are.
- You are very intelligent and have at least the equivalency of a college education.
- Your husband's moods often reflect your own – when you are happy, he is happy.
- My psychic sense is that you were sensitive as a young girl and may have even kept a diary or journal.
- While you have grown to like your own name – I think there was a time, perhaps in your early teens, you wanted to change it.
- You are a good judge of character – you immediately know when a child is lying to you or when your husband is not telling the truth.
- You consider yourself somewhat traditional in your values, though you try to keep yourself open to new ideas. You like to keep growing as a person.
- My impression is that lately you have been rediscovering your writing talents, even if it has just to compose an e-mail to an old friend from school.
- I sense you feel communication between you and your husband could be better.
- When you have the time, you like to read – especially books written by other women.
- My impression is that you have a strong sense of where you want to go in life and where you want your family to go. You are committed to make everyone's life better.

SINGLE MAN – OVER 35

- My sense is that you have overcome obstacles and accomplished many things in your life.
- Your personal appearance is more important to you than where you hang your hat. You feel you can always change that.
- You like to get what you want – to have things your own way, and you are a bit spoiled in that respect.
- Most women think you are sensitive, though you do not necessarily see yourself that way.
- The older you get, the less you trust lawyers, politicians, car salesmen, and people who are obviously trying to manipulate you.
- You tend to be quite judgmental and you are probably hardest on yourself.
- You work hard, maybe too hard. It is easy for you to get carried away. This may have even cost you a relationship in the past.
- My sense is you have an appreciation for beautiful things, especially where women are concerned.
- I have a strong sense you have in your mind a master plan of where you want to go in life. I see you eventually settling in more hospitable climate, maybe somewhere with water.
- You look and act at least ten years younger than you really are and younger women are often attracted to you.
- Money is less an issue for you now than when you were younger, and in your business life; everything has started coming together for you. You are well established.
- I see you as a father, if you are not already – then in the near future. I see either one or two children in your life, though they may come to you through marriage.
- My sense is that your ideal woman would be fit, attractive and intelligent, but not someone who is high maintenance. You have had more than your share of emotional women in the past.

MARRIED MAN – OVER 35

- It is important to you that everyone in your life is happy. You are a good guy that way.
- You look and act much younger than you are.
- You have a tendency to spoil your family.
- My sense is that lately you have been thinking a lot more about the past.
- Even though you are married now, my psychic impression is you have had two real loves in your life – your present wife and a woman or girl in your past.
- From your high energy level, I think you feel more comfortable associating with people your own age or younger.
- You consider yourself spiritual, though perhaps not religious in the conventional sense.
- People around you see you as something of a sage, someone who has all of the answers.
- Money is less an issue now than it was earlier in your life.
- I see you as someone who is happiest when you are near the water. You have a deep affinity for nature and the outdoors.
- You have the power now to accomplish whatever you want to in life. You need only set your goals.



SENIORS

Many of the same types of insights apply to men and women over 65 as their younger counterparts. People, in general, like to think of themselves as younger than they are. For this reason, seniors are likely to be somewhat offended when being offered a senior discount at the movie theatre or elsewhere. The older a married woman gets, the greater the chance she will be left widowed and living alone. This presents its own set of challenges, not the least of which, is a diminishing pool of eligible, healthy older men. Senior couples with the financial means and still in relatively good health are free to travel and enjoy most forms of recreation. Health and mortality is always a concern of people at an advanced age.

GAY LIFESTYLE

People who engage in a gay lifestyle are likely to have faced a great deal of adversity in their lives. They often feel things quite deeply and are sensitive to the needs and feelings of others. Gay people tend to be creative, artistic and good communicators. All people like to think others find them attractive and gays are no exception. In the case of gays, however, they may attract people of the opposite sex who are not aware of their orientation. In that case, they may be concerned that these people will think they are arrogant. Many of the personality traits normally associated with women will apply to gay men, and those of men to dominant lesbian women. Gay men are usually more comfortable with liberated, educated professionals than earthy working class types – perhaps because of bigotry and homophobia.

REINCARNATION

Some readers tap into peoples' beliefs in reincarnation, especially when the sitter is a woman who thinks she herself has some psychic abilities. Talk of the subject's past life usually references some famous or particularly romantic period in history, such as ancient Greece, Egypt or Rome, the Renaissance, or the royal court of a European monarch. Well-known Indian tribes, such as the Cherokee or Black Foot, are also sometimes used. The most compelling past life assertion you can make, is to tell someone they are an "old soul" – a person who has been here many times, in many lives, before.

CHAPTER SEVEN: COMMON QUESTIONS

COMMONLY ASKED QUESTIONS

At the end of the session, many readers offer the subject an opportunity to ask specific questions. Here are the most common questions people ask and how to handle them. Avoid making absolute statements. Talk in vague generalities and possibilities whenever possible. Most politicians are masters of this. They very rarely directly answer any question, since they know it will usually come back to haunt them. The same holds true for cold reading, so watch out.

WILL I WIN THE LOTTERY?

Statistically, we realize that the chance for this person is virtually zero. Furthermore, statistics show that the people who spend the most playing the “numbers” are the ones least capable of affording it. Here is an out. “My impression is that you have dreams of winning the lottery and most of your family and friends, consider you very lucky. I do see you winning some money, but my sense is that it’s not from the lottery or if it is, it’s one of the smaller pots.”

WILL I MARRY MY BOYFRIEND?

“My intuition tells me that you have been through a lot of ups and downs in this relationship, but the worst is behind you. I think both you and he have come to the realization that people do not change and that we all have our good and bad points. I think the real question in this present relationship is one of maturity. It has a good chance to work if your boyfriend is able to come to the realization that he is no longer a college kid. He has to accept that he is a man now and that means making and keeping commitments. My sense is that this relationship can develop into a good marriage if it does not go beyond five years. Otherwise, it’ll be an uphill struggle.”

WILL MY HUSBAND AND I STAY TOGETHER?

“I sense your husband is not as romantic as he once was. At times, he may even seem preoccupied or distracted. I sense that at times you wonder why he no longer does all of the little things that made you fall in love with him in the first place. I do not think it is so much a matter of him changing, as you growing as a person. However even with all of his limitations, I sense there are still very strong bonds that hold you together. My sense is that you will persevere and overcome any temporary obstacles. In the end, I see you helping him to grow and develop more.”

WILL I EVER MEET MY SOUL MATE?

“Most people have two soul mates in this life. I get a very strong sense there is someone who was in your life before that will come back into it again. There will be an even stronger bond between you than before. When it is right, your intuition will tell you. It’s difficult to explain, but the short answer is yes, you will meet your soul mate.”

WILL I EVER HAVE CHILDREN?

“I see two children in your life – one on the left, one on the right. I am not sure whether there’s more than one marriage, or if those are biological children, stepchildren, or one of each. But I definitely see two children – one and one. It may also mean twins. The impression is quite strong. I also sense that you sometimes dream of having children.”

WILL I GET A RAISE OR PROMOTION?

“I get a strong impression that you work in a very competitive environment and that the ‘powers that be’ sometimes like to play one employee off the other. Even though I think you are over-qualified for your present position, you have to prove to your boss that you are the best person for a better job – and that might mean making some sacrifices, including burning the midnight oil to exceed his expectations. I sense once you’re established in a higher position, you’ll be able to write your own ticket and will probably be head-hunted by your company’s competition.”

HOW LONG WILL I LIVE?

“My impression is that you will live a long and healthy life, well past what people might statistically expect.”

DO I HAVE PSYCHIC ABILITIES?

“You have a very high energy level, which usually goes hand in hand with strong, intuitive powers. I would be surprised if you haven’t experienced déjà vu – the feeling that you had done something or been somewhere before, perhaps in a past life. My own intuition is that you often know the phone is going to ring before it does, and maybe even know who is calling. So yes, you definitely do have some intuitive abilities.”

WHAT IS THE BEST ASTROLOGICAL SIGN FOR MY MATE?

“For most people, a person with the opposite zodiac sign will make the best mate. That means Aquarius and Leo, Pisces and Virgo, Gemini and Sagittarius, Libra and Aries, Taurus and Scorpio, and Cancer and Capricorn, are the best suited to each other.

WILL I EVER LOSE MY EXTRA WEIGHT?

“We all have untapped potential. Scientists say Einstein only used a small portion of his brain. We can accomplish anything we put our mind to. The only limitations in life are those we impose on ourselves. The first step is to visualize yourself as the person you want to become. See yourself as this thinner, more vibrant and energetic person. Think of how good you’ll feel when you need a smaller dress size (or run out of notches on your belt). You can lose the weight if you want to, but you must change your mindset so you view food as fuel that runs your body. That’s all it is. We get into trouble when we eat for comfort or for emotional reasons. When you’re ready to make the commitment, talk with your doctor about it. He’ll have some good insights and help make sure you are able to lose the amount of weight you want without damaging your health. The power to lose your extra weight is within you.”

IS MY HUSBAND OR BOYFRIEND BEING UNFAITHFUL?

“My impression is that while your intuition is normally good, at times you may be overly suspicious. I think your husband may try to give you the impression that women are coming on to him, when they are not. I sense he is a bit of a tease and likes to flirt in this respect. My first impression, which is usually quite good, is that it is unlikely that he is being unfaithful. I think you need to keep an open mind and give him the benefit of the doubt, unless there is strong evidence to the contrary.”

FINAL THOUGHTS

There are many venues for the magician or mentalist who wishes to do psychic readings. In recent years, "Psychic Parties" have been gaining in popularity. This can include a brief mentalism demonstration followed by private readings in a separate room for anyone who is interested. Fees charged generally start at \$150/hour for one hour or \$250 for two hours. Some performers charge \$200 with a two-hour minimum. Make sure to include a 10-minute break every hour in the contract, so you can recharge your batteries. "Being on" for 50 minutes can take a lot out of you. It also gives you time to walk around and pick up bits of information overheard from the guests' conversations (hot reading). If you are booking yourself into a local fair or festival, you can easily get \$100 to \$150 an hour for a sponsored show. If you are charging the subjects themselves for a 10-minute session, \$20 to \$30 is an acceptable rate in most markets. You can sometimes double or even triple your hourly fees for blue chip corporate events.

A growing number of cold readers now supply their subjects with a cassette tape of their reading. This is a dreadful idea! It is like a magician giving his audience a videotape showing all of his bird steals after the show. Rather than benefiting from the subject's selective memory of the session, you are providing the subject with clear evidence of your subterfuge. When the subject listens to the tape later, rest assured your misses will loom large and your hits will seem minor in comparison. If you must offer a recording to be competitive in your marketplace, limit it to the preliminary warm reading. Also, make sure not to read more than one subject at a time. It does not work. Often at fairs, parties or other events, the subject will be there with someone else – it may be their mother, friend or even a significant other. The subject may even have small children in tow. Keep your eyes open and use this inside knowledge to your advantage later.

HAPPY READING!

