

# **3 Brain Control Tactics That (Some) Women Use On Men**

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### 3 Female Brain Control Tactics

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## Brain Control Tactic #1. Persistent Use of Minimizing Statements

Before we get to what that means, let's define one (unique) way of describing a healthy relationship... (or any male/female dynamic)

It's when they both believe: He finds her attractive/desirable

It's when they both believe: She finds him attractive/desirable

It's when they both believe: He likes how she interacts with him

It's when they both believe: She likes how he interacts with her

In other words, they value each other + they like how they other person makes them feel.

As you know, the dynamics and success of the relationship changes. If we treat the above 4 things like a formula, then we can say that when things aren't going well, the solution can be found in making an adjustment in one or more of those things.

Let's take a case where a guy wants to increase his sexual value.

There are only 3 basic (big picture) ways to make a woman find you more desirable.

Here's a formula: **Traits + Impact + Beliefs**

Let's review them from a new perspective.

### Way #1: Traits

Here's a review on how to improve in the traits department.

Step 1: Find out how she describes you on a traits level. One thing that's pretty interesting is that women kind of have this "Secret Formula" for the *Rare Type* of guy that she really goes crazy over...

So one woman's *Secret Traits Formula* could be: Funny + Happy Outlook + Exciting/adventurous

Another woman's *Secret Traits Formula* could be: Able to provide safety and security + Thoughtful + Creative

Another woman's *Secret Traits Formula* could be: Supportive of her ideas + Funny

As a review, here are **23 SV Traits** (Note: This is just a few of many traits)

### 3 Female Brain Control Tactics

1. Being Passionate.
2. Being Determined.
3. Having Patience.
4. Having a Happy Outlook.
5. Being Nonchalant.
6. Being Decisive
7. Getting respect from others.
8. Being Funny / Have Fun.
9. Mysterious / Unpredictable.
10. Being an individual.
11. Being Thoughtful.
12. Be curious.
13. Being Honest:
14. Being a hard worker
15. Being someone who's interested in improving.
16. Risk Taker
17. Being versatile.
18. Creativity.
19. Intelligence
20. Able to make her feel good
21. Able to provide a deep connection.
22. Able to provide safety and security.
23. Being Supportive / Motivating.

You should make it a point to score high on all of those things (as a way of constantly increasing your sexual value with a particular woman whether it's your wife, gf, girl at work, neighbor, ex-girl, etc.) while really focusing on scoring high in the areas that represent her *Secret Desirable Traits*.

That's a simple approach especially when you 'deeply believe' that you are all of those things (plus more). It's just a matter of showing her 'that side of you' more often.. or a geeky way of putting it: It's just a matter of *accelerating the density* of those key signals.

#### **Way #2: Impact**

Using a dating example, let's say a woman has dated 3 guys in the past. Each of them were equally: Funny + Happy Outlook + Exciting/adventurous (Her Secret Traits Formula)

So...

Guy #1 (Jim) Was Funny + Happy Outlook + Exciting/adventurous  
Guy #2 (Jack) Was Funny + Happy Outlook + Exciting/adventurous  
Guy #3 (John) Was Funny + Happy Outlook + Exciting/adventurous  
In this case, the guy who has a better **impact** on her will have more sexual value.

### 3 Female Brain Control Tactics

With that said, every woman has a *Secret Impact Formula* (just like they have a *Secret Traits Formula*).

So one woman's Secret Impact Formula could be: The guy makes her feel sexy + The guy makes her feel unique/special/different + The guy makes her feel like she's Independent.

As you can see, these are things that have to do with how the guy makes her feel - where the traits are based on who he is.

Another woman's *Secret Impact Formula* could be: The guy makes her feel respected + The guy makes her feel intelligent + The guy makes her feel unique/special/different

Another woman's *Secret Impact Formula* could be: The guy makes her feel Brave + The guy makes her feel exciting/alive + The guy makes her feel unique/special/different + The guy makes her feel like she's a good person

So if Jim is was Funny + Happy Outlook + Exciting/adventurous (her *Secret Traits Formula*) + compared to the other 2 guys, he's the only guy who was: The guy makes her feel sexy + The guy makes her feel unique/special/different + The guy makes her feel like she's Intelligent + The guy who understands everything about her (her outlook, her experiences, her current situations, who she is, who she is trying to be, etc.)...

...then he will have **More Value** than the other guys...

If we created a chart it would be:

	Secret Traits Formula	Secret Impact Formula
✓ Guy #1 (Jim)	Was Funny + Happy Outlook + Exciting/adventurous	The guy makes her feel sexy + The guy makes her feel special + The guy who understands everything about her
✗ Guy #2 (Jack)	Was Funny + Happy Outlook + Exciting/adventurous	(something else)
✗ Guy #3 (John)	Was Funny + Happy Outlook + Exciting/adventurous	(something else)

If Jen likes a guy who is (Funny + Happy Outlook + Adventurous) + a guy who makes her feel (Sexy + Special + Understood) then it's easy to see how Jim is more desirable to her.

### 3 Female Brain Control Tactics

Let's get to the third way....

#### Way #2: Beliefs

In a lot of cases, you can describe a belief in terms of a trait or impact, but it's better to look at it as a separate thing.

Let's use the Jim example who to describe this.

Traits(Funny + Happy Outlook + Exciting/adventurous) + Impact(Makes her feel sexy + Makes her feel unique + Makes her feel intelligent + The guy who understands everything about her)

Let's compare him to another guy (Steve) who is also:

Traits(Funny + Happy Outlook + Exciting/adventurous) + Impact(Makes her feel sexy + Makes her feel unique + Makes her feel intelligent + The guy who understands everything about her)

So far they appear equally attractive until we look at a 3rd dimension (The guy's *beliefs*.)

And by beliefs, we're not talking about what religion the guy is or anything having to do with her knowledge of his beliefs.

We're really talking about the *result* of his beliefs in the sense of:

Your **beliefs** affects your **behavior** ==> Your **behavior** affects your **sexual value**

So in our new example, Jim and Steve have the exact same Secret Traits Formula and the same Secret Impact Formula. The difference is Steve projects better *beliefs* so his behavior/attitude is different.

Jim's Beliefs:

- If a woman puts you in the (psychological) dog house, then you have to earn your way out.
- If a woman starts acting like a 12 year old, then it's time to say stuff like: "*Hey hey hey. Calm down let's talk about this.*"
- Jim believes that you should be a nice guy in all situations.

Steve's beliefs:

- He *doesn't allow* himself to be placed in a (psychological) dog house. He's willing to talk to her like an adult, but he's not at all motivated by the idea of "being punished" or being place in some sort of virtual "time out".

### 3 Female Brain Control Tactics

- If a woman starts acting like a 12 year old, then it's time to say stuff like: *"Listen, you're an amazing lady, but do me a small favor. Let's finish this conversation when you stop acting like a little child."*
- Steve believes that you should be a nice guy in appropriate situations and a jerk if the situation calls for him.

*Do you see the difference in attitude?*

*Steve is projecting Jen's Secret Beliefs Formula.*

- If Steve sees that a woman is upset based on something he did, then he'll respectfully apologize. However if she's upset based on something irrational or control-driven, then he realizes that it's *not* his responsibility to adjust his behavior based on a wacky perspective (whether she realizes it's wacky or not). For example, his girlfriend demands all of his passwords to his accounts because she's insecure (and isn't interested in becoming the trusting partner that Steve deserves).

Steve would say: I don't have anything to hide, but you're not getting my passwords.  
Jim would say: I don't have anything to hide, sure Sweetie, it's 4755, email is MyQueenJen69.

Steve's belief is: "I haven't done anything to make her feel insecure. It's her responsibility to manage her insecurity, because I don't deserve to be treated this way."

Jim allows one-sided rules. She allowed to XYZ but doesn't let him XYZ.  
Steve does not allow one-side rules.

Do you see the difference in beliefs?

Do you see how beliefs could affect the guy's sexual value?

Your **beliefs** affects your **behavior** ==> Your **behavior** affects your **sexual value**

This is often the missing link for some guys.

In other words, they do *Traits* stuff well (funny, smart), they do *Impact* stuff well (compliments, fun experiences), but they suck at *Belief Stuff*...

### 3 Female Brain Control Tactics

Your Sexual Value (from a belief perspective) is a sum of:

1. Your beliefs about her
2. Your beliefs about yourself
3. Your beliefs about women in general
4. Your beliefs about how a relationship (or male/female interaction) should work
5. Your beliefs about sex
6. Your beliefs about life

Your beliefs in these areas affect your actions in 4 key areas:

**your behavior + your decisions + what you say to her + how you react to her**

These beliefs in these areas are created from your experiences with women, *your upbringing, various messages, advice, unconsciously observing how mom and dad interacted, etc.*

So when Jim "buckles" every time a woman gets angry with it could be because:

- He's been trained to buckle (so it's a natural response).
- He's afraid that if the woman gets too angry she'll leave him (fear of rejection)
- Or he has the *Yes, Dear Philosophy* that says: "Hey. You know what they say. Give her what she wants (smiling) because you never want to upset a woman."

And you know what? That's nothing wrong with these beliefs....

...if...

.....

....two things are true (Jim is completely happy with all aspects of the relationship AND he's not interested in many any improvements).

Some guys are happy with angry-aggressive women and they get a kick out of being "mean mom" pushed around a little bit.

If the guy's ok with that, that's fine.

On the other hand, if these beliefs are creating problems, then he needs to change them.

Just because *TV Sitcom Dad* makes jokes about getting turned down for sex and psychologically pushed around doesn't make it cool.

*I think TV Sitcom Dad represents the guy that male viewers are suppose to relate to (Hey! That happens to me., too.) Of course, this is likely to breed a generation of SPs!!*

### 3 Female Brain Control Tactics

So those are the 3 ways and by covering them in this way, it's easy to see how a guy can make adjustments.

And that brings us back to '**The Persistent Use of Minimizing Statements**'...

Remember, the ONLY way a woman can *dramatically change* (for the better) how she feels about a guy is for her to change her beliefs about him (whether it's a belief adjustment on his end or her end).

One of the first type of messages that's always good to send is the "I'm a new guy" message. That way if the guy starts doing new stuff she's more likely to accept it a lot faster, as oppose to writing it off as temporary abnormal behavior.

When you do different stuff after a *simple I'm a new guy speech*, she kind of says to herself on some level, "Oh. This must be part of the new-him".

Again, that way she doesn't ignore it being that it's not consistent with past views, past attitudes and past actions.

So let's say a guy realizes all of this and tells her something like:

*Jim: You know what. I had an epiphany earlier. I can't really explain it, but I feel like a new person. And I see life differently. Blah blah blah...*

In many cases, if a guy says something that's a little different, there are 2 things that could happen.

1. she accepts it.
2. she rejects it.

Let's walk through the process again, this time giving the woman's response.

And keep in mind, some women are masters of 'rejecting change'. And one tactic (although she may not even be aware of it) is *The Use of Persistent Minimizing Statements*.

So the guys says: I feel like a new guy. I watched a movie last night. It talked about the power or blah blah blah. It was inspirational. And I decided that I'm going to approach life differently.

The woman responds: Wow. So you're going to actually let a "made for TV" movie change the course of your life. Seriously?

Do you see how that minimizes the power/steam/energy in his statement?

It's never the words that affect her, it's the impact of the words.

### 3 Female Brain Control Tactics

It's safe to say that his statement was *rejected*.

Some guys (just based on the woman they're up against) have to almost battle for their *perception-change* because the woman is a master at the Persistent Use of Minimizing Statements.

If every time the guy says something new that's designed to project new beliefs (or new traits - or new impact) is met with a minimizing statement, she's keeping him "locked" in an old anti-sv persona.

Let's get to the next one.

## Brain Control Tactic #2 Psychological Bullying

It normally takes place when the woman is much smarter than the guy or believes that she is....

...combined with an abnormally low interest in being fair (or "an irrational sense of entitlement").

So if a guy ever tells you, "yeah dude my wife is much smarter than I am, plus she doesn't like being fair",

look at the camera (as if you're on a TV show) and whisper "Oh no" because there's a good chance that he's being psychologically bullied.

What is "psychological bullying"?

Well, it there could be a whole report written on it, but that doesn't answer your question.

Here's a story that you should pay attention to.

About 4 years ago I was talking to a guy whose finance thought she was the smartest woman on earth and she had a fetish for being excessively unfair.

This translated into him having a kid that he didn't want. Him giving her lots of money and his access to his account. Him going to court. He almost lost his job and that's just scratching the surface.

I'll spare you all of the details so that we can talk about how to spot it.

If you know someone who whenever he talks about the events of his relationship, everyone responds something like:

*"Are you serious? She did what?"*

*"Have you ever thought about immediately doing XYZ"*

*"What???!"*

*"And you're ok with that ???"*

*"Are you going to press charges!!!!"*

Psychological bullying is when a woman does whatever she wants and when the guy says "Hey a wait a minute" she just artfully spins him some BS and makes him feel ok about it.

So from the guy's perspective when everyone is reacting to him, he honestly believes that *they don't get it*. He may even find himself saying, "I knew they wouldn't understand".

### 3 Female Brain Control Tactics

Also, psychological bullying is easier to pull off when the guy doesn't have a history of taking responsibility. So he's often being accused of "making excuses for everything" which is why it's so natural for him to believe "her excuses".

We'll probably talk more about this.

## Brain Control Tactic #3. Passive Aggressive Dog House Tactics



<http://www.davidwenzel.com/comics.html>

This is a nasty one.

Think about the whole "he's in the dog house" concept for a second.

The guy messed up = you must now sleep outside in the cold like a bone-biting animal.

One question.

*Why invented this?!*

It's really sad when you hear some guy talk about 'being in the dog house' like it's a badge of honor. You can see micro-expressions of happiness flash across his face as if he now has a 'real relationship' because there's this common dynamic that's going on.

<http://SuperPowerMedia.com/examples.html>

### 3 Female Brain Control Tactics

It's basically the woman treating him like a child on punishment.

He says things like: Help me get out of the dog house! How do I get out of the doghouse?

Answer: You get out of the dog house by realizing that you're not in there.

He says things like: I'm in the dog house! What kind of flowers should I buy?

Answer: The invisible ones with a note attached that reads: "Do me favor? Stop treating me like an 8 year old!"

But right now, we're actually talking about a different type of dog house.

#### **The Passive Aggressive Dog House.**

Again, this is a nasty one. It's colder. Smaller. And further away from the house.

This is where the guy "gets in trouble" based on a passive aggressive behavior pattern and then somehow uses that as a tool for controlling his future behavior.

Here's a mini-example.

Zach stops by a friend's house for a few minutes after a work.  
He gets in the (human) house 15 minutes later than usual, which prompts a sequence of questions.

[Zach enters the (human) house with a smile on his face.]

Wife: What took you so long?

Zach: I'm doing fine.... What are you talking about?

Wife: It's 6:37

Zach: Oh yeah... um... I'm stopped by Jim's house to drop off a DVD.

Wife: Jim? You know I don't like Jim.

Zach: Yeah. You've mentioned that a few times. Again. I just dropped off a DVD. How was your day?

Wife: You know I don't like Jim. Blah blah blah blah blah blah blah blah

The conversation ends. They change topics. Time goes by. They end up doing their own thing for awhile. They meet back up to watch a movie. They laugh together. They talk about future events.

[Fast-forward some more.]

### 3 Female Brain Control Tactics

Later on they're in the bed and Zach kisses her and says *you look beautiful* with a flirty look in his eyes. In fact, yesterday they talked about making love tonight and he's been looking forward to it.

His wife responds: How come Jim has to be Jerk?

What do you think happens next?

A) Wife: I'm sorry. Why am I thinking about Jim? Let me help you take your shirt off. (smiling)

B) She keeps yammering his \$%#& ear off about Jim aaaaaaand about how tonight's not a good night (for sex) because she can't stopping thinking about how much of a jerk Jim is.

*How does this control his mind you ask?*

In a way that he'll never understand because the moment she gets him to apologize for something he didn't do wrong while accepting the punishment, that's the moment that he has been "PA dog-housed".

The problem with this is that so many guys allow this behavior that it creates the illusion of it being acceptable.

Of course, if you look closely at what's happening, you'll see that the problem with a woman getting a guy to apologize for something he didn't do wrong + accept the punishment is that it alters his behavior.

It's one thing to consciously control the guy, but to unconsciously control the guy is "big league" stuff. Some women are "10th degree Ninjas" at controlling a man's brain and they don't even realize it.

Imagine what you could do if you had a person robot.

You could go shopping while your robot clean the house at the same time.

And if your robot wanted to play video games together, you could just say.

You: No robot. We can't play videos games tonight.

Robot: But you said we could.

You: Well. we can't....um.....because....I'm mad at you!!! Yeah that's it.

Robot: But I cleaned the house. I fixed the door.

You: Well you didn't clean the house fast enough. You know how I feel about that.

Robot: I'm sorry.

You: Now sleep outside.

Robot: Oh ok. You're the greatest (smiling)

### 3 Female Brain Control Tactics

[Meanwhile the robot is actually in the dog house *smiling* while trying to figure out how to apologize to you!!!!]

As you went through that dialogue you feel kind of bad for the robot.

Again, if the woman thinks the guys is dumb + she has no interest in being fair, she's going to end up using *PA Dog House Tactics* on him whether it's planed or unplanned. The scary part is when a woman has control over a guy's mind, he no longer uses logic.

If the woman gets upset, there will be this "feeling" and an almost "uncontrollable urge" to calm her down.

We'll probably talk about this some more at another time. Just as a rule, don't allow yourself to be punished or have your behavior controlled based on a fear on her part.

I believe it's ok (and compassionate) to help her tackle her fears and insecurities, but that's not the same as allowing those fears and wacky ideas to make your life inconvenient.

I hope that makes sense.

So those are the 3 tactics to avoid (and help other guys avoid)

- Minimizing Statements (Keeps & Reduces a Guy's Sexual Value)
- Psychological Bullying (Makes the guy to do wacky and unreasonable stuff)
- Passive Aggressive Dog House Tactics (Punishes him in attempts to either control his behavior or make herself feel special).

Take care and if you have any questions, comments or similar stories I would love to hear them.

Best Regards,  
CR James

Check out:  
Examples of Sexual Tension + Telling Sexy Stories  
(2 for 1 special that expires Friday)

<http://SuperPowerMedia.com/examples.html>

P.S. Remember to figure out her:

- Secret Traits Formula
- Secret Impact Formula
- Secret Beliefs Formula

<http://SuperPowerMedia.com/examples.html>