

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

Update: Jan 4, 2012: The 4th Tactic

## 4 Female Brain Control Tactics

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## Happy New Year!

If the first part of the report seems familiar to you, it's because you read the previous version (3 Female Control Tactics), you can either re-read it (it's been slightly modified) or skip down to **Tactic #4: Emotional Gutter Balling**.

It's the New Year and I have some exciting stuff to share in the future. I don't want to get off topic. But everything is laser-focused on the PRIMARY DRIVERS of success.

I'm just realizing that New Year's Day is my favorite holiday. For me, most holidays sneak up on you and you're forced to behave how you should behave everyday.

New Years Day is a time to start fresh.

It's a time to think about how you're going to improve in any area that matters to you...

I hope this report adds to your 'future success' in some way.

Enjoy! Much Success in 2012!

Ok let's get started...

These are 4 tactics (some) women use to control men - whether they realize they are doing it or not.

# 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

If that's confusing, it just basically means *they (mutually) value each other + they (mutually) like how they other person makes them feel.*

As you know, the dynamics 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 areas.

Let's take a case where a guy wants to increase his sexual value [become more desirable to his partner].

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

This is so simple - yet so incredibly powerful!

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

Let's review each of them from a new perspective. We're going to explain precisely how focusing on these 3 areas leads to an increase in sexual value.

You see when a woman goes REALLY CRAZY over a particular guy, it's because he is a Rare Type (in a way that matters to her) in all 3 areas.

Once you understand that (and it REALLY makes sense to you), then you have no choice but to realize that you can engineer this POWERFUL EFFECT on her...

## Way #1: Traits

Here's how to improve in the *traits department*.

**Step 1:** Find out how she describes you on a traits level. Find out what traits she likes and project that more often.

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I've said that before and yet some guys don't quite understand why it works so well.

Here's the breakdown.

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... (whether she's aware of it or not)

So one woman's *Secret Traits Formula* could be a guy who is: 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

You get the point.

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

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

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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' 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 (Jen) has dated 3 guys in the past. Each of them were equally:

Funny + Happy Outlook + Exciting/adventurous

(And that formula was *Her Secret Traits* Formula)

Just to make it dumb-obvious...

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

So which guy is going to be considered more desired to her?

(And since we haven't covered Way #3, we'll assume for now that it doesn't exist.)

So in this case, the guy who has a better **impact** on her will have more sexual value, because on a *traits level* they are all equal.

The best way to understand this is to imagine that you are choosing two women:

Woman #1 is hot. She's a 9.8 but she treats you with no respect. She cheats on you. She doesn't care about making you happy.

Woman #2 is just as hot. She's a 9.8 but she treats you like a king. She's 100% loyal. She knows how to make you feel like a man.

Most men would prefer Woman #2 because she's better in the **impact** department.

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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...

Although, the traits are equal, he's doing a better job in the **impact** department.

And just to make it super easy to understand, here's a chart that breaks it down.

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As you can see, Jim is more desirable because he's like the 9.8 hot chick who treats the guy like a king.

	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.

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

### Way #2: Beliefs

#### Beliefs are the super ingredient for being desirable!

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.

Just like you can describe a trait as an item of impact if you wanted, but it's best to keep them separate (especially if the sexy woman who treats you like a king analogy makes sense)....

Let's now say that a new woman (Stacy) has dated 2 men. Let's figure out who is going to be more desirable.

Jim is:

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

So far so good, because both are her *Secret Traits Formula* and *Secret Impact Formula*

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

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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)

As you can see, Jim and Steve are exactly the same in *traits* and *impact*.

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. Although that's a factor, that's not exactly what we're talking about.

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* (according to Stacy) so his behavior/attitude is different.

Let's break it down.

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".
- 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.
- If Steve sees that a woman is upset based on something he did, then he'll respectful apologize. However if she's upset based on something irrational or control-driven, then he's 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

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all of his passwords to his accounts because she's insecure (and isn't interested in becoming the trusting partner that Steve deserves).

*Do you see the difference in beliefs?*

*Do you see the difference in attitude?*

*In this case, Steve is projecting Stacey's **Secret Beliefs Formula**.*

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.

Even though Jim and Steve are the same as far as traits and impact, there is a clear difference in beliefs?

Do you see how beliefs affect your sexual value?

Your **beliefs** affect your **behavior** ==> Your **behavior** affects your **Sexual Value**

This is often the missing link for some guys, which is why I said earlier, **Beliefs are the super ingredient for being desirable!**

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

By the way, even though we didn't say it directly....in most cases, upgrading your beliefs to be more like Steve is going to the **Secret Beliefs Formula** for most woman.

It can be a weird lesson for some guys because the woman will say she wants one thing, but she'll respond to the opposite.

To use a basic example, the woman may say: I want a guy who doesn't disagree with me. Yet, she gets turned on by the guy who disagrees with her.

Why does this happen?

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Most women (and men, too) don't understand the difference between a conscious desire and an unconscious desire.

If a 723lb woman says I want to stop eating 12 donuts every morning, but the following day she eats 12 donuts, then we can see the 'brain conflict'.

Her conscious desire is to NOT eat the 12 donuts.

The unconscious desire (which controls urges) is to consume the 12 yummy sugary treats.

That's why we pay much more attention to what she has proven to be attracted to.

If you meet a new woman and she says I like a guy who is Funny + has a Happy Outlook + Confident + Ambitious

But, when she talks about her previous boyfriends, they're all miserable, angry and insecure.

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**

You see a lot of people think that just because they believe something it's right. You often hear people say I believe XYZ because it *feels right*. Of course it feels right to them - it's engrained into their unconscious mind.

Beliefs are formed from input data.

In other words, **your beliefs about women** are created from your experiences with women in the past, *your upbringing, various messages, advice, movies, experts, unconsciously observing how mom and dad interacted, etc.*

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

- He has been [unknowingly] trained to buckle (so it's a natural response - that means it feels weird to not-buckle.).
- He's afraid that if the woman gets too angry, she'll leave him (fear of rejection)
- Group Programming: 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."

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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.

He needs to do the thing that a lot of guys struggle with and that is: **Challenge his beliefs.**

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 (The guys says to himself 'Hey! That happens to me., too') Of course, this is likely to breed a generation of SPs!!*

So those are the 3 ways to increase sexual value - taking a multi-dimensional approach. 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**'...

You see this (technically) isn't a report of increasing sexual value. Rather, it's more like a report on how to remove obstacles that cause sexual value building tactics to fail.

Remember, the ONLY (and I mean ONLY) way a woman can **dramatically change** (for the better) the way she feels about a guy is for her to change her beliefs/perceptions/feelings about him (whether he initiates the belief adjustment or she does).

One of the first type of messages that's always good to send is the "I'm a new guy" message. You can give her an "I'm a new guy speech." That way when you start/continue doing new stuff that 'builds attraction', she's more likely to accept it a lot faster, as oppose to writing it off as *temporary abnormal behavior*.

In other words, framing is everything.

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When you continue to build value with strategic conversations that reshapes your perception after a *simple I'm a new guy speech*, she kind of says to herself, "Oh. This must be part of the new-him".

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 like that, 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) that she may use is *The Use of Persistent Minimizing Statements*.

So the guy says: I feel like a new guy. I watched a movie last night. It talked about the power of 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 of his statement?

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

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 she is a master of the Persistent Use of Minimizing Statements.

If every time he does something different (that's designed to project new beliefs) it 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 fiancée thought she was the smartest woman on earth. On top of that, she had a fetish for being excessively unfair.

This translated into having a kid that he didn't want. Giving her lots of money and his access to his account. 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 'psychological bullying'.

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!!!!"*

...then he's probably being psych-bullied.

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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 a shitty situation.

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".

That's his favorite phrase.

It's the Ostridge Effect - Thinking that if you put your head in the ground long enough, the BS won't really be there - even though it is.

Also, psychological bullying is easier for the woman to pull off when the guy doesn't have a history of taking responsibility.

You see, 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 at some point.

For now, let's get to the next one.

## 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.

*Who invented this?!*

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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.

It's basically the woman treating him like a child on punishment. That's what's really going on.

Here's the problem.

This is something that can happen to any guy. We're not picking on these guys.

Well, actually we are. But, it's only to compassionately pull their head out of the ground. Sometimes things can be so gradual, that next thing you know you're the victim of Female Brain Control!

For example, the whole 'guy being punished' concept.

**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 Sweetie? 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 main house.

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

*Huh?*

Here's a mini-example so that it's crystal clear.

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.

[Keep in mind: Zach entered the (human) house with a smile on his face.]

Wife: What took you so long?

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

Wife: It's 6:37

Zach: Oh yeah.... 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 at some point. 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.]

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.

Immediately after the kiss, his wife responds: How come Jim has to be Jerk?

***Quiz: 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 stop thinking about how much of a jerk Jim is.

***How does this control his mind (and future actions) you ask?***

*Good question my friend.*

It controls it powerfully....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.

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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.

Let's switch gears.

Imagine for a second - what you could do if you had a Person Robot.

You could go shopping while your robot cleans 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)

[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 guy 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.

## Brain Control Tactic #4. Emotional Gutter Balling

This could also be called 'Emotional No-Win Manipulation'.

The interesting thing about all of these tactics is most guys have either experienced it first hand or seen it happened to someone else.

This one is no different.

This BC Tactic is where the woman converts a logical discussion into a seemingly related 'emotional drama' that forces the guy to focus on the sidetracked emotional content.

When it's done right on the woman's part, it:

- Changes the direction of the conversation
- Changes the direction of events
- Eventually, it will control the guy's future behavior

Some women do it on purpose. Some don't realize they're doing it.

Their awareness of it has nothing to do with their skill level. That means a woman could be a master at this without even realizing she's doing anything.

The problem (on the guy's end) with this is that it puts him in a No-win situation. And when it happens repeatedly the guy becomes a softer version of himself.

Have you have had a logical discussion with a woman and then suddenly you were in a No-win situation?

When you're in the No-win zone, it's tough to navigate out of it.

Let's break it down.

For example, let's say a couple is arguing because she's increasingly becoming messy.

Her stuff is all over the place. She takes things out and doesn't put it back. It gets worse and worse. You get the picture.

The guy walks in the house and politely asks, "What's this?" (referring to the chaos that he's observing)

Her: It's just 8 boxes of clothes and stuff I took out of the attic.

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Him: It looks like a lot more.

Her: Well, once I was up there, I decided to look for that old lamp and then I started sorting through other stuff.

Him: Old lamp? Sorry, I'm not sure what you're talking about.

Her: It doesn't matter. I couldn't find it anyway. But once I was up there, I started finding more stuff. Look at this.

Him: Oh ok. Yeah. I haven't seen that in years.

### 3 days later.

Him: Baby. You look amazing today...Umm... Did you need any help putting these boxes back in the attic? I know it could be a little tough taking them back up than it is bringing them down. [Notice how he has artfully selected a nice way of putting it.]

Her: Oh I'm sorry (in an offended tone). I guess I'm not moving fast enough for you.

Him: Well, it's kind of been 3 days. I wasn't sure if you needed my help.

Her: What are you saying? (even more offended)

Him: Calm down. I just wanted to know if you needed my help that's all.

Her: No, actually it has nothing to do with you helping me. It's just typical you - being an asshole again.

Him: I'm an asshole???...really??...just because I asked you - nicely if I recall - after 72 plus hours 'Umm Sweetie...When exactly do you plan on putting the boxes away?' If you recall, I was trying to be nice.

Her: If you recall, my grandmother committed suicide around this time last year. (here it comes) And it wasn't exactly a good time for me. She basically raised me. If you recall, I told you a week in advance that I wanted to honor her in a special way. Do you remember? Some I decided to look through her old stuff as a tribute to her.

Him: Honestly, I don't recall you saying that.

Her: Of course you don't. But you're the same guy who wants me to recall that you were being so incredibly nice. I'm sorry. Maybe I just forgot that I should ask you 'How exactly to memorialize the passing of Grand-Grand'. Do you have any ideas?

Him: I don't want to argue. I didn't know. I must have forgot. If you're saying that you told me, I believe you. It must have slipped my mind. It's been a crazy week.

Her: (crying and talking slowly) I've been looking at these boxes all by myself for the past 3 days. I really miss her.

Him: I know you do Sweetie.

Her: Do you mind, looking through them with me?

Him: (without flinching) Sure. I would love to!

Her: You don't think this is a dumb way to memorialize Grand Grand?

Him: Of course not...

Her: Here's the shirt that she made using handmade yarn that her aunt gave her when she was 8 years. She made this [holding up the multicolor handmade sweater]

Him: That's very nice.

### 8 days later.

## 4 Female Brain Control Tactics

The boxes are still there and it's (secretly) driving the guy crazy, but what can he say?

As you can see - by most guy's standards - this is considered a No-win situation.

Most women are natural Language Ninjas at smoothly converting a logical discussion into something that's totally different - it's now 90 miles away from the original issue because of the *heavy emotional distracter* that's difficult to navigate through.

It's like driving a fun off road Jeep and getting stuck in swampy mud. You don't glide the same. You're still moving...but veeeeeeery slooooooowly and awkwardly.

If you've ever been in the (emotional) No Win Zone, it's not fun.

Question: So what do you do when you land in the No Win Zone?

Once you have engaged it with a certain level of emotion, in most cases, you just have to ride it out.

It's kind of like bowling a gutter ball.

Question: How do you get the bowling ball to pop back out of the gutter once it falls in.

Answer: You don't.

You let it ride out (and wear off). Wait for the next time. Fix your form. Stay focused. Make sure your bowling shoes aren't too slippery. Put your hands over that little blower thing even though they're not sweaty and patiently wait for your new balls to arrive.

You see this is a classic brain control tactic.

Why?

Because, the next time she has boxes laying around, the guy is less likely to mention it.

Also, if we were to reverse-engineer how 'formerly confident and intelligent SV guys' somehow became 'pussies' in their relationship, you would see a lot of this going on!

Once it happens over and over again, pretty soon the guy is 'programmed'.

Keep in mind, this is just one application of Emotional Conversion Manipulation.

Other applications:

- Creating a relationship that is one-sided, but yet the guy feels OK with it. (feels = trained)
- Controlling the spending

## 4 Female Brain Control Tactics

- Controlling the sex.

You see the problem with getting sucked into this Emotional Vortex is that you almost forget that it has absolutely nothing to do with a valid point that you initially brought up.

In this example, it was: A person should be responsible for maintaining organization in the household. The guy was merely (in a nice way) trying to hold her to a reasonable standard.

Right?

In life there should be standards - based on what's **acceptable** and what's **not acceptable**.

For example, that are many things that fall under the Dog Shit On Your Pillow category.

This is like someone wiping the dog shit off of the bottom of their shoes onto your pillow and then explaining to you the importance of keeping their shoes clean.

Of course, you have no issues with that person wanting to keep their shoes clean. It makes sense. The issue is with how it affects your pillow!!

So just because someone has a good reason for why they are doing something, that doesn't give them the right to inconvenience another person...or to completely ignore how it affects others...

Otherwise (regardless of the reason)(regardless of how perceivably emotionally appropriate) it's just being selfish.

Even though it's a fake dialogue that never existed in the real world (that I know of), notice how she never mentioned anything about the grandmother in the beginning.

It evolved into that. Unfortunately, the guy lost sight of his point and ended up feeling like he did something wrong.

The guy's response has more to do with noticing a *pattern of messiness*.

One thing to keep in mind: There is a difference between having her *emotionally gutter-ball* you and being *PA dog housed*.

With the virtual dog house thing, the strategy is to simply making it clear that you're over the age of being punished (Show her your driver's license if necessary).

With the gutter ball thing, the strategy has more to do with the awareness of it and avoiding the conditioning. So if you do end up in the No Win Zone, don't fight it. It's just one gutter ball. Make the adjustment. You're goal isn't to win every argument.

## 4 Female Brain Control Tactics

Besides, if you can't make the right argument (that gets her to see her issue), fighting through it (in the spirit of being a 'real man with balls') is going to make you come off like an insensitive asshole who has trouble expressing himself.

It's reason it's called the No Win Zone.

That's why I'm saying, don't sweat it. It's just one gutter ball. It will be over quicker than you realize. Hopefully no one was watching. Just smile and say to yourself "It's just one gutter ball"...

Make the adjustment so that it doesn't happen again in the future.

The best adjustment to make in the future is to:

- (1) Not lose sight of the argument.
- (2) Remember that you're just trying to keep things fair.
- (3) Remember that a good reason doesn't justify destroying someone's pillow.

If you ever ended up in the No Win Zone, it was probably because of a breakdown in one of those areas.

So those are the 4 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).
- Emotional Gutter Balling

Take care!

Best Regards,

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