

BLACK MAGIC

Lincoln Stoller, PhD., 2012

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As a man thinks, so is he.

~Linstone and Turloff, [The Delphi Method](#), page 48

Black Magic and the Millionaire Mind

Magic is any act by which a person causes change through unconscious effects. This includes involving your own unconscious to facilitate change in yourself. Saying that magic acts through the unconscious does not imply that it exists only in the mind. It acts through internal or external means of which we are not aware.



Lady Gaga gives birth to an alien in her "Born This Way" video.

Blamed for all sorts of bad thinking, and ignored in this "age of reason," what could generally be called magic pervades our culture. The subject is so large as to be approachable from many angles and circumscribed by none: religion, ceremonial magic, education, psychology, anthropology, politics, popular culture, music, art and theater, to name a few.

Distinguishing black from white magic allows a narrower focus. The two are not opposites but different objectives. White magic involves a participation with the forces of growth, insight, and service to higher entities and abstractions. Black magic is controlling, self-centered and extractive; an intentional activity that is both exploitative and destructive. It is conscious in design, tactical in execution, and material in its limited goal. In contrast, white magic involves faith in a consciousness, design, and goal greater than oneself.

Mythology is full of symbolic, liminal magical figures of uncertain intention, such as gnomes, dragons, and aliens. These figures are "real" but not in a scientific sense, at least not yet. The nature of their magic is determined by their effects upon innocents. The black versus white dichotomy is wedded to the often manipulated dialectic of good and evil. An examination of real intention reveals shades of grey. Nevertheless it's useful when we can draw the line and say that a program or, by extension, a person is practicing one or the other.



My partner has been working with two marketing coaches since I first encouraged her to attend their free workshop. The issues she's dealt with have been pertinent to marketing and building a professional image for herself. When these same coaches recommended that I attend a free weekend marketing workshop 90 miles from my home I took the opportunity.

My experience in business teaches me that marketing is a poorly taught and unfairly maligned essential activity in any business. I understand "marketing" to mean finding, creating, and maintaining an audience or following, a process of building a brand, a following, or a tribe.

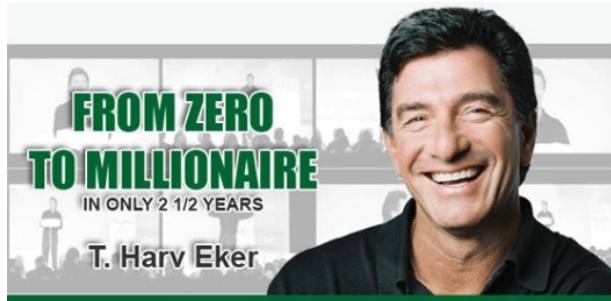
Marketing



Wikipedia defines marketing as "the process of communicating the value of a product or service to customers" and goes on to say that "marketing might sometimes be interpreted as the art of selling products, but selling is only a small fraction of marketing." It's a mistake, though generally accepted, to confuse marketing with selling.

Marketing is also sold as an entity in itself – one buys the marketing – and I don't fully understand this. In this sense the term means something like *confident self-image* and has as much to do with impelling people to act – getting them *sold* on something – as it does with the building of relationships for a specific purpose.

The 3-day workshop called "The Millionaire Mind Intensive" was offered by T. Harv Eker, a reputedly popular figure in the world of marketing. I arranged free lodging and looked forward to a new group of people and a new perspective on business and culture. Because I felt no financial risk on my part, I did no research into Eker or his program.



Held in a New Jersey convention center, the cost of attendance was \$300 for a VIP ticket and free for everyone else. The marketing coaches who recommended the event gave me their own VIP upgrade so I expected better seating, materials, and to receive more attention.

The Millionaire Mind



Sigil of the demon of wealth.

I arrived for the Friday evening presentation at 7pm. It was scheduled to end at 11. Saturday's training was to run from 9am to 11pm, and Sunday 9am to 8pm. There would be few breaks for food; we were warned to bring snacks. I collected my cheap VIP tote bag, raffle ticket, and T. Harv Eker 8-CD presentation series and was waved into the coliseum.

I walked into a football field-sized, concrete-floored "conference room" that was bare and empty except for a curtained-off area of 300 folding chairs. This was not what I was expecting. There was a single presenter pacing a stage of make-shift risers and he was not T. Harv Eker, as I had been led to expect.

The speaker, whose full name I never learned and about whom no information was ever provided, began with a story about how he survived a natural gas explosion with third-degree burns. He used this theme of redemption and transformation as he wove his myth of wealth and freedom. He showed pictures of a burn victim, describing the personal transformation that resulted in his subsequent success and wealth. His list of new-found powers flowed nonstop with evangelical chants of "Am I right or am I right!" The audience thundered its affirmation. Questions were not entertained.



You can get a good idea of the endless verbiage and thin promises at [T. Harv Eker's web site](#) where you will find no information about him or any of the trainers – or that there even are trainers – and no information about the organization, the material, the program or anything else.

Manipulation

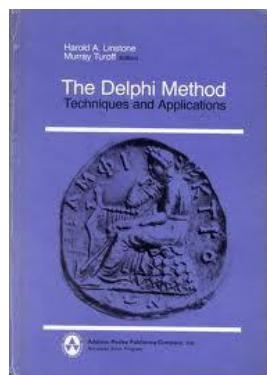
Manipulation of people arises from manipulation of information. Black magic resides in being indifferent to the damage being done.

Management, control, propaganda, data, reports and opinions are common themes of social discourse but lies, deception and exploitation have become impolite topics used to flag the disaffected and the paranoid. Yet all of these tools are now taught and used specifically for exploitation; it's just that we're being taught not to recognize it.

Who is this person offering me some new cure-all, some religious, political, social, psychological, health-related, or other life pathway that he wants me to purchase and follow?... certain training programs use the same types of intense influence techniques that are identical with cults. Also, many of these programs are actually recruiting venues for certain cults. Cults have put on three-piece suits and come directly into the workplace, disguised as self-improvement management courses.

~ from [Cults In Our Midst](#), by Margaret Singer

The [Delphi Method of group management](#) was developed by the RAND corporation in the 1950s as a means of extracting consensus from the opinions of experts. It relies on the psychology of groups in which members tend to follow leaders. It works by feeding group opinion back into the group in repeated cycles of refinement. The method is "a way of systematically analyzing, complex-value laden, policy-related subjects." (Page 95, *Gazing into the Oracle: The Delphi Method and Its Application to Social Policy and Public Health*, by Michael Adler.)



A good reference on the general method is the 600+ page book, *The Delphi Method: Techniques and Applications*, edited by Linstone and Turoff that can be downloaded [here](#).

Education or Mind Control

The system has been [appropriated for the purpose of manufacturing consensus](#) by seeding and limiting group opinion and insisting the group recognize it as consensus. I am surprised to find little analysis or instruction about how to misuse the method for these purposes. Even a [Wharton School analysis titled "Methods to Elicit Forecasts from Groups: Delphi and Prediction Markets Compared"](#) has nothing to say about this; yet variants of the Delphi method are being applied all around us in more or less refined ways.

people
planet
profit
principles

The desired result is for group polarization, and for the facilitator to become accepted as a member of

the group and group process. S/He will then throw the desired idea on the table and ask for opinions during discussion. Very soon his/her associates from the divided group begin to adopt the idea as if it were their own, and pressure the entire group to accept the proposition.

~ from Lynn Stuter, [The Delphi Technique. What Is It?](#)

This method of controlled opinion feedback, or "reality shaping", is a standard tool for [teacher organizers](#), [parent input in public school programs](#), and areas where [institutions aim to control member participation](#).

We're all on guard against obvious manipulation, illusion and fallacy, but we are easily misled when these tools are skillfully used and the results endorsed by our peers. The alternative is to reject the consensus and be an outsider. A person trained in group manipulation can marginalize and ridicule this solitary stand in order to preserve the group's crafted uniformity.

In chapter three of "Cults in Our Midst," Margaret Singer summarizes [five organizational stages](#) that range from empowerment to mind control as follows:

- **Education:** openly presents many bodies of knowledge
- **Advertising:** focuses on selling and influence via biased information and legal persuasion
- **Propaganda:** aims at the political persuasion of masses of people. Authoritarian and often exaggerated.
- **Indoctrination:** designed to inculcate organizational values. Consensual and disciplinary.
- **Thought Reform:** changing people without their knowledge using a deceptive, hidden agenda. Unethical and disrespectful.

Affinity Fraud

If you [research cult](#) movements you'll find many common ploys like Ponzi schemes, pyramid schemes, shell games, redefined language, withheld rewards, false authority, humiliation, bait and switch, and unsubstantiated claims. You'll also find something called "affinity fraud."



Mr Madoff, whose victims lost perhaps \$20 billion, perpetrated the largest "affinity fraud" ever. The term refers to scams in which the perpetrator uses personal contacts to swindle a specific group, such as a church congregation, a rotary club, a professional circle or an ethnic community. Once the scammer gains their trust, his scam spreads like smallpox.

~ from [Fleecing the flock. The big business of swindling people who trust you](#), in The Economist

The monitor of a Delphi inquiry strongly shapes which conceptualization of the group is assumed by each participant.

~ Linstone and Turloff, *The Delphi Method*, page 54.

A method to extract consensus can also inject consensus for the purpose of leading people to act or allowing them to be acted on. When used in this way, the Delphi Method, or some variation of it, is a manufactured consensus for an non-consensual action, or the derailment of an unwelcome action.

Most institutions manufacture an artificial consensus and require its adoption by their employees. This is why the mind-reform espoused by the New Age movement was so easily sold to large organizations in the form of "management consulting," as discussed in Margaret Singer's [Cults in Our Midst](#). Because our 2-party system exists largely to manufacture consensus, election politics has become a form of affinity fraud.

Peak Potentials Training

It all comes down to this: if your subconscious "financial blueprint" is not "set" for success, nothing you learn, nothing you know, and nothing you do will make much of a difference.

~ T. Harv Eker, *Secrets of the Millionaire Mind*.



At the start of the event the presenter asked attendees to agree not to divulge information they learned at the seminar. The trust that we needed to build with the presenter and with each other depended upon confidentiality. He further warned us that only by seeing this event through to the end would we demonstrate our ability to see anything through to the end.

We were told that wealth was born of a state of mind. We needed the courage to believe in our ability to make money work *for us*, rather than our working for money: "No one ever got rich working 9 to 5!"

Recognize that whether you are worthy or not is all a "made-up story"... nothing has meaning except for the meaning we give it. I don't know about you, but I've never heard of anybody who went through the "stamping" lineup at birth. Can you imagine God stamping each person's forehead as he or she came through? "Worthy ... unworthy ... worthy, worthy ... unworthy. Yuck ... definitely unworthy." Sorry, I don't think it works that way. There's no one who comes around and stamps you "worthy" or "unworthy". You do that. You make it up. You decide it. You and you alone determine if you're going to be worthy. It's simply your perspective. If you say you're worthy, you are. If you say you're not worthy, you're not. Either way you will live into your story.

~ from T. Harv Eker, *Secrets of the Millionaire Mind*.

Investment in method of passive income creation is the means of wealth creation, and we could achieve that either through income-producing assets, like rentals and royalties, or through judicious investment. The secret to investing, we were told, is secret knowledge accessible only to the wealthy. The measly returns of our 401-K retirement programs is a scam by which the wealthy program managers earned 20% annual returns from our savings.

This is what we all needed to learn, our speaker exhorted, as he showed us how much our savings would grow with compound interest. Coming to this training was to be the watershed event of our lives, so how could we even put a price on it? "Am I right or am I right!" he exhorted.

They had a special seminar just for this purpose called "[Warp Speed Success](#)" which asserts that "investing in the stock market is one of the fastest and easiest ways to earn money and build wealth." In this training we can:

Discover the Secrets to Generating Double-Digit Returns Managing Your Own Stock Investments in 15 Minutes a Day... Even If You Know Nothing About Stock Trading ... as Multi-Millionaire Entrepreneur T. Harv Eker and Veteran Stock Trader and Multi-Millionaire Courtney Smith Reveal the Surprising Secrets to ... Stock Trading Success in Any Market.

~from the Warp Speed Success website

To whet our appetite and establish his credibility, we were told that the stock market rose and fell in cycles.

[Recognizing this would allow us to get in at the bottom and out at the top.](#) If we made regular contributions to our saving and learned to manage our own funds their methods of skillful investing would have us all millionaires within the decade.



It was 11pm, when we had been told the evening was to conclude. People were getting tired and gathering their things, but he was not through yet.

He told us that this information is valuable and doesn't come cheap. Enrollment in their investment course – which ran for an undisclosed duration as a webinar, or a set of CD's – usually costs \$7,999 ... but if we went to the back of the room right now he had special authorization to allow the first 21 people who signed up to pay only \$999.



This program worked for him and he guaranteed that it would work for us. We were told that this is something **we all needed** and everyone should get out of their seats and go to the back of the room to sign up. No one moved so he chided us further: "How did we expect to move forward if we were not willing to invest in our own

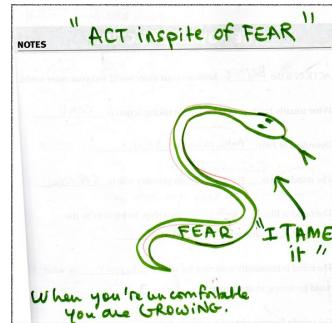


education?"

Buying In

I was disappointed.

T. Harv Eker espouses basic truths that people need to understand: Our self-image does shape the person we become. Our achievements are limited by what we feel we deserve. Fear marks the boundary of our ability, and our fears only get bigger as we approach them but we must. And to succeed we must develop faith in our *intuition* and the courage to transcend self-preservation.



Intuition is key. Intuition is a glimpse beyond what you know. Intuition is the mind of Roger Penrose, the mathematician, who says to himself, "... and then I do this, and then I do this, and then I do this ..." It is the exploitation of people's lack of intuition, their lack of judgment, that turns T. Harv Eker's magic black.

I've been managing my own investments for 35 years and I know that no one regularly beats the market by 20% or even 10%. High returns are achieved either by intense work or insider trading beyond the reach of any law or regulation. The world of finance is a world of insiders where everything is manipulated.

Only the most crass and careless schemes come to the attention of regulators. The Libor scheme came to light because one group of insiders resented being taken advantage of by another, as I've written about [here](#) and [here](#).

To the extent that The Millionaire Mind training offered 20, 30, and 40% returns it is a fraud. Their information is puerile and their methods manipulative. I had come interested to learn the views of those attending and to observe their response. By the end of the first day I was no longer interested. I left and did not return. I trashed the CD's, but I kept the tote bag.

Here is another summary of the Millionaire Mind training posted 6/11/2012 on the [Rick Ross Cult Education Forum](#):

We were provided with a bag which contained a packet of CD's related to the seminar and a workbook. I really do not know how to describe the workbook because I think most of the contents were idiotic...

Adam has a disturbing habit of calling the crowd to repeat after him phrases and keywords like 'Integrity', 'Attitude matter' and such. The crowd was repeating after him constantly throughout the seminar. And he has this habit also of calling people to hi-5 to each other and say 'You have a Millionaire mind'...

By 6pm, it was evident that the crowd was getting tired and many were going to the toilets for a break. Adam now suddenly starts his forceful and fiery manner of promoting countless seminars offered by Peak Potentials. He wrote down the prices of each seminar and proceeded to cutting the prices each time in half for a couple of times. The crowd was going into an euphoria mood with people cheering and shouting... (and) he proceeded in blasting the crowd who didn't register by saying 'Stop being afraid,' and 'have the guts to finish the race!'



...people who still hadn't bought anything were asked to close their eyes and imagine their ideal lives... and many people awoke from the hypnotherapy with tears in their eyes. And when the people were at their most emotional, the selling continued. They told people how they couldn't afford not to purchase their products and how a real millionaire would do whatever it takes to purchase it ...

The most disturbing part of the entire weekend is the way in which they marketed to a group of emotionally and financially vulnerable people. In sum, I didn't learn much about making money, but I did learn a lot about mind control and brainwashing.

Neither Black Nor White

Any exploitative system that extols personal, material gain over all else is nefarious. If that system employs mental subterfuge then it is magical in a general sense. Black magic does not require occult curses or demonic evocations because consciousness is supra-rational if not supernatural. We may be guided by reason and natural law, but our spirit is built of magic.

Aculture that recognizes only the deductive and material world ignores the magic of consciousness. Such a culture accepts any means to the all-important material end, accepting any color of magic that gets it there. In a culture that sees no magic, nothing makes sense at all.



Two young men dream of being soldiers. They both use the same process of reason. One experiences the real world, speaks to no one, [murders his school-mates and is considered a psychopath](#). The other lives in a virtual world, [takes commands from voices in his headset, murders other people's school-mates](#) and is considered sane. The difference lies in their intuition and the judgements they made based upon it.



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