



TABLE OF CONTENTS

THE SCIENCE OF PERSUASION
THE ART OF PERSUASION
THE SCIENCE OF PERSUASION
THE ART OF PERSUASION
THE SCIENCE OF PERSUASION
THE ART OF PERSUASION
THE SCIENCE OF PERSUASION
THE ART OF PERSUASION

McGraw-Hill Book Company
1221 Avenue of the Americas
New York, N. Y. 10020

FOR THE DEVELOPMENT OF THE

overnight is immaterial. It is good that they exist, it is good that they are destroyed. No matter which way it swings, it is good.

This is so because if it continues to exist as that particular structural form, it does so because a number of individuals want it to; they allow it to be good. More are allowing it to be good than are allowing it to be evil. If it collapses, more people allow that collapse to be good than allow the collapse to be evil.

I build my reality. You build yours. Mine is good. Yours is good. They exist for a purpose -- we desire them to exist. If we desire any part of them not to exist for us, they do not. But this desire is a deeper thing than words. We may say -- This condition (this structure I have caused to come into being) is evil. I no longer desire it. Oh, but yes you do! Deeper down it still is good to you. The only way in which you will change it is to understand that it is still good -- it is still good for you to have it. You then become aware of why you still have it, and as a consequence have it or not as you see fit in the future.

One of the greatest evils that the Western culture of today considers itself to have is pain. Then why do we have this thing called pain? Is it not because we have said within ourselves:

Pain is a 'necessary evil'. Without it we can injure ourselves and not know it. Therefore it is GOOD to have this 'evil'.

But pain is a structure we have built upon another structure. This is awareness of sensation. We have grouped a certain set of sensations having to do with rapid changes in physical structure from exterior causes and believed we could not control them. We believed them to be inimical to our physical structure. We feared them. We created pain.

We fear all things we cannot control, most especially those that 'hurt' us. We say of them, They are evil. We have faith in them. We have faith that we cannot control them. We have faith in fear. So long as we have faith in fear, we will have fears. So long as we have faith in pain we will have pain.

Now this is all very fine and good. But how do you put it into practice? There is only one way: believe it and live it. I will conclude with a practical example from my own experience:

I say all existence is good. That must of necessity include pain. I recognize I have it because I want it. I then investgate the



structure of pain. By practicing various Hatha Yoga positions and meditating upon pain, I observe a numbness in the lower legs. I am aware of not being aware of them. They have no feeling. They can be stuck with needles and there is no pain. Coming out of the Yoga position I do various calisthenics. While doing these, I am aware of the muscles, tendons, nerves, etc. being used in these exercises. I look for the structure in back of these awarenesses. In time I am aware of bodily structure per se. With control of awareness and numbness comes complete mastery of the body. There is no longer pain; there is sensation, which I can be aware of or not aware of as I choose. I have eliminated fear of physical pain as part of my structural identity.

I am now on the grand road of life with my eyes open ready and willing to accept and appreciate ALL it has to offer. There is no longer a pot of gold at the end of the road for me to strive for. It has been emptied over my head -- right where I AM.



Ugliness is beauty declared to be ugly.

A legal system exists only to protect the socially approved ways of creating.

A non-conformist always forces others to be creative.

Creativity is to be avoided if one is to be normal.

To prove you are human, make insight or creativity ninety-nine percent perspiration and one per cent inspiration.

Rightness and wrongness only exist in terms of different purposes.

Goodness and badness exist to uphold the social framework.

Badness is that which would deform or distort the social framework.

Justice is the upholding of society's standards and since these change, justice also changes.

He can only make error when he has learned how to be right.

Inhumanity and humanitarianism are blood brothers.

