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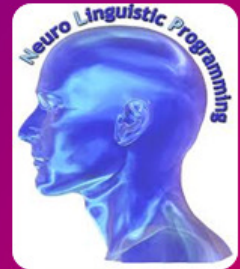
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Top 10 Social Engineering Tactics – Part 5

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3. Neuro-linguistic programming

A good social engineer has a strong grasp on how to manipulate the human mind. Neuro-linguistic programming (NLP) is one psychological tool used by social engineers to manipulate people that, when done right, is highly successful. NLP deals with a person's neurological processes, language, and learned behavior responses. While NLP was originally designed to be used in therapeutic settings, it has principles social engineers use to manipulate people to do almost anything the social engineer wants.



For example, if I am using NLP to socially engineer someone, I will seek ways to use my body language and a careful selection of words to give subconscious messages to the person I am trying to manipulate. I will begin by matching my body language with the other's body language. I will also match my breathing rate, voice level, accent, and vocabulary with the other person. Doing this helps me build rapport on a subconscious level. I may then give other subconscious messages by changing my body language, smiling and lightly touching the person on his shoulder or arm, and using words that denote positive thoughts, images, and emotions. All of these tactile, visual, and verbal actions (called anchoring and reframing in NLP terms) give subconscious messages that influence the person to have positive feelings and gain a sense of rapport with me. I can then direct the communication to what I am after, such as gathering information about a company's secrets.



NLP is especially successful if you combine it with an understanding of personality styles and behavior profiling. It takes practice, but is extremely successful.

2. Fatal Attractions

If there is one universal truth, it is that human beings do dumb things when attracted to someone else. In the context of this article, using human attraction is about getting someone interested in you and giving them the impression that the feelings are reciprocated. This leaves the person vulnerable for you to do everything from gathering insider information to pick-pocketing keys to a building while he or she is not paying attention.



A social engineer is one who understands psychology and engineers ways to manipulate people to his advantage. Leading someone on to believe there is mutual chemistry is one of the oldest social engineering tricks in the world.

...to be continued

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