

The 9 Grooming Tactics

Definition: When a person, whether male or female, plays with someone's feelings in order to gain control of the other person, that process is called grooming. The groomer wants to prepare the person (victim) for some type of behavior that will benefit the groomer's selfish goals or personal gain. Emotional grooming can be used to seduce or con people into sexual activity.

1. **Flattery**—insincere compliments that are phony and overdone; these are always meant to get something in return; they are NOT the same as a compliment or praise.
2. **Bribery**—excessive gift giving, etc. to make someone feel obligated to another; groomers use the gift given to demand favors in return; gifts should be freely given with no expectations.
3. **Status**—the groomer uses popularity, money, possessions, etc. to get the victim to do what the groomer wants.
4. **Jealousy and possessiveness**—these are normal emotions that everyone feels at some time; groomers use them to control and manipulate a person; also the groomer isolates the victim as this is very important; the groomer treats the victim as an "object" rather than as a person to respect and love; examples include: telling another how to dress, where to go, how to talk, what to like.
5. **Insecurity**—another normal emotion; it can be used two ways by groomers...
 - a. Play on the neediness of their victim; the groomer may exaggerate the victim's flaws in order to control and keep him/her dependent on the groomer; a groomer will use insecurity to manipulate.
 - b. Groomer may act insecure to seek the comfort and reassurance of the victim; examples: "You are so great. I don't deserve your friendship."; "If you leave me, I don't know what I will do without you." "If you break up with me, I will kill myself!"
6. **Accusations**—the groomer says the victim did things in order to scare, threaten, control and manipulate; often the accusations are said so others can hear in order to embarrass, humiliate, and intimidate the victim; false or unjust finger pointing.
7. **Intimidation**—scare tactics that can be a word, look, a stance that are meant to frighten, threaten, intimidate the victim into doing exactly what the groomer wants; can be verbal or nonverbal, physical or emotional; this is related to bullying behavior.
8. **Anger**—this is another normal emotion, when handled correctly; it is only a grooming tactic when used to control others; making the victim feel afraid of being hurt.
9. **Control**—this is the goal of the groomer—to gain power or dominance in the relationship; the groomer wants the victim to feel powerless and helpless.