

## Succession: Why Insults Hurt Psychology (MEMBERS ONLY Bonus Content)

### Description

[Main article.](#)

### Links:

–[Attacking the ego ideal is more powerful than direct insults](#) p1343 (attack idealized objects)

### Research Notes:

-Create an insult Rolodex if you always want a comeback ready.

-For the most [powerful types](#) of ego ideal insults, focus on associations that represent the ideal. For example a nice watch might represent success. But the most powerful insults come when they focus on the representation of an ego ideal that the person values but also on an ideal that the community values. This is because it can both attack the person's confidence and make them appear less impressive to the community as well. Aka a 2 for 1 attack.

### Category

1. Manipulation
2. Member Resources

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