



Journey Out
Survival, Hope, Freedom.

THE 411 ON PIMPS

PIMPS BELIEVE

They are helping girls by showing them how to make money

Girls have sex for free and like it so why not get paid for it

The more a girl depends on me, **the more power I have over her**

Most girls have low self esteem for a reason it's my job to bring that out and use it to my advantage

Never get emotional with no girl, I am the one who takes advantage of her emotions not the other way

My girls are my property and I use and control them for my own purpose...to make money

PIMP TACTICS & RED FLAGS

They will be the best boyfriend you ever had.

They will try to get under your skin real fast & try to get in your head.

They will try to make you feel comfortable and get you to talk.

They will listen to your problems and dreams.

Once they find out your problems & dreams, they will try to make you believe they will end your problems and make your dreams come true.

They will try to make you believe they went through the same thing you did.

They will go out of their way to get close to you

Take you out and brag and show you what they have (money, cars, designer clothes).

They will be interested in you very quickly

They will be persistent – call you every day and make sure you know they are there for you.

They will wait until you show emotions, after that they will turn the relationship around.

They will try to **make you believe no one cares for you but him.**

They will try to make you believe THE SQUARE LIFE IS NO LIFE!

They will try to convince you making money is the right way to live.

They will try to make you believe **no one understands you like he does.**

They will distance you from family and friends (without you being aware) **so only he has control over you.**

THE INFORMATION YOU GIVE OUT BECOMES YOUR WEAKNESS:

Example: **"I love my mom but I don't like living with her and her boyfriend"** – he will use this information to convince you to come and stay with him. Once there, he will put you to work making money for him.

If you are unhappy at home - the plan is to get you away from your home and isolate you in the lifestyle.

Once you are in the life, it will be very difficult to get out.

YOU WILL BELIEVE - You got to know him, but it is really about the pimp getting to know your weaknesses, your problems, your dreams & your goals

MINDGAMES - Once you are hooked, the mindgames begin:

Once you are in love, he will ask you to "do it for us, we need a place, a car, rent money"

He will try to manipulate you and ask "Don't you love me?" "If you love me you will do this."

"Don't you want me to depend on you – how can I do that if you can't bring me money?"

He will make try to make you believe you are nothing and **no one else will love you but him.**

He will want you to keep him happy and this means bringing in the money.

BE AWARE ... A PIMP can be ANYONE who wants to exploit you!

Some pimps have nice cars and flash money

- They want you to believe they are successful and worthy.

Watch out for those who move too fast, and want to get to know you fast.

Listen to what they say and get to know them

- If it doesn't sound right, believe your instincts not the individual.

Be suspicious if they never take you to their home.

Don't rush any relationship, go slow and ask lots of questions.

Take your time to get to know them and use your instincts.

Don't be afraid to ask questions when something isn't right

HOW YOU CAN STAY SAFE:

Don't give personal information to someone you don't know.

If someone says you are beautiful, just say "yeah, thanks I am"

Pimps will feed on those that show they are flattered by compliments.

Your confidence needs to be healthy to ward off pimps.

They will prey -

On those whose mother or father is out of the picture.

Those who have conflict at home.

They will try to fill the empty spaces and make you believe they care.

RECRUITING – Pimps will use others (mostly other girls he is exploiting) to recruit you.

Watch out for girls who want too much information in a short amount of time.

They will ask: "Are you going to school, are you working?" "Do you want to make some money?"

They will brag about what they have: "I have designer clothes, lots of money, jewelry, where's yours?"

They will try to put down & belittle what you are doing: "School? Is that all you are doing?"

They will try to make your goals seem like they are nothing: "Why are you about to go to school for 2 years and not make any money?"

They will make you question yourself – "How are you going to go to school and not have the things you like (clothes, hair, nails)?"

They will ask you to go shopping and have fun: They want you to get use to spending money and getting things.

There will be no limits to what they will do for you. Your intuition will be telling you that the average person will not do this for me.

You need to ask:

What do I have to do in return for these gifts?

What do you want from me?

ASK YOURSELF why does she want this relationship with me? Why is she bragging about what she has and the money she makes?

Watch out for those who put you down for working on your goals like school and work.

PIMPS DON'T WANT YOU TO THINK, once you become their "property", you do not have to think because they handle everything. This is their way to isolate you and make you dependent on them for everything.

Once the first date is turned, they will say "that wasn't so bad was it?"

They will make you want to be the number one girl, which means bringing them the most money.

Once they got you and you will do anything for them - **you will get beat, verbally abused, manipulated, sold and used up on a daily basis.**

Once they do get you working for them, they will make you believe that you are nothing and you need them. They will make you believe NO ONE ELSE WILL WANT YOU!

JUST REMEMBER – Pimps come in all shapes and sizes and if a guy really loves you, **he will not want you to have sex with others.**

MOST IMPORTANTLY - THIS IS WHAT PIMPS DO FOR A LIVING & THEY ARE GOOD AT IT

HOW PIMPS RECRUIT THEIR VICTIMS

Pimps/Traffickers are predators who are masters at sensing vulnerabilities. Pimps will first identify a vulnerable target, usually a young girl (*average age is 12-14*) or young woman who has suffered some type of sexual or physical abuse in her past, he will find what makes her vulnerable and use one, or a mixture, of the following tactics to coerce or force her to perform commercial sex acts for his own gain.

- **Romeo or Partner Pimping** – Making a woman/girl fall in love is the most commonly used technique by pimps. The victim is seduced into falling in love with the pimp/trafficker. He will buy her gifts and be the best boyfriend she ever had. He will gain her confidence and then isolate her from friends and family by telling her things like **“no one loves or understands you like I do”, “I’ll take care of you”** or **“I’m your only friend”**. He will make promises of a good life together filled with money, designer clothes and jewelry. Once she is emotionally attached, he tells her she has to make money for them because of an emergency or for the basic necessities of life (rent, food, and clothing). She is coerced/romanced into selling sex for money because she believes she is doing it for them as a couple. Because of the emotional connection, she is hesitant to see him as the predator he really is, which makes getting out of “the life” even more difficult.
- **Debt** – The victim is showered with gifts by either the trafficker/pimp, one of his other victims, or a partner/recruiter; once an emotional attachment has been formed, she is told that she owes the money back and the way she will pay it back is to be sold for sex.
- **Drugs** – Addiction to drugs perpetuates this tactic where the drug addicted victim is forced into prostitution by a pimp/drug dealer in order to maintain a drug habit.
- **“Gorilla” Pimping** – Utilizing force to achieve submission from victims or using threats of violence toward the victim’s family. The victim is forced or threatened into commercial sexual exploitation. If the victim does not comply, she is subjected to physical and emotional violence/torture and rape.
- **Position of Authority** – The victim is forced or sold into sex trafficking by a person in a position of authority such as a parent, teacher, older sibling, foster parent or other authoritarian figure.

Once a victim is indoctrinated, it becomes a way of life. So much so that it is extremely difficult to change, especially if she has been with a pimp. Pimps exploit women and little girls and brainwash them into believing that there is no other way of life and that they are worth nothing without him.



Did you know that the average age of entrance into the commercial sex industry is 12-14 YEARS OLD?

Did you know the issue of Domestic Sex Trafficking of Minors has been identified as “**a problem of epidemic proportion**” by the U.S. Department of Justice?

Did you know most estimates cite between **100,000 to 300,000** children as being in danger of becoming **commercially sexually exploited** in the U.S?

Did you know **ONE IN THREE TEENS** are at risk of being recruited by a pimp within 48 hours of running away from home?

Did you know

CHILD VICTIMS OF DOMESTIC SEX TRAFFICKING BECOME THE FUTURE CLIENTS OF JOURNEY OUT?

Young girls are being exploited by pimps and traffickers who are selling them and exposing them to severe trauma and abuse. Once these young girls turn 18 they are not considered victims any longer, but are seen as someone who chose a path in life. This is simply **NOT TRUE! They are women who have been victimized from a young age & are now accustom to, and expect, abuse as a way of life.**

**Please help us assist them & donate to Journey Out
818-988-4970 or www.journeyout.org**

Understanding Pimpology

Pimps use a combination of economic control, sexual, emotional and physical violence, isolation, coercion and threats, and manipulation over women and girls to “Turn them out” and keep them in “The Life”.

The following quotes are taken from the book “Pimpology” by Ken Ivy, a self-described pimp.

“A pimp keeps a ho in the hole because the more she depends on you, the more power you have over them. To master someone completely, they have to depend on you for everything”.

“Most hos have low self esteem for a reason. A pimp looks for that weakness, it doesn’t matter to a pimp what hos weaknesses are, so long as they have them. If you can’t find a weakness, you have to create one. You have to tear someone’s ego down to nothing before they will start looking to you for salvation.” They begin to see you as their champion, their hero-even if the weakness you rescue them from is the one you created.”

“One of the best ways to keep a ho off balance is to move her around. Without strong ties to a place, family or loved ones, they can be easily manipulated and controlled.”

THREE STAGES OF PIMP CONTROL:

1. **Recruitment:** luring, enticement, befriending or kidnapping
2. **Grooming:** use of material goods, replacement of family, transformation of identity and sometimes use of drugs
3. **Turning Out:** control, beatings interspaced with small kindnesses, disassociation occurs

PIMP TACTICS:

Selling “The Dream”: We are building a life together

Emotional Manipulation: Exploiting insecurities, acting the role of missing parent, shaming

Isolation: Sever ties with family and friends, no interaction with anyone outside of “The Life”, moving girl from city to city.

Perceived Obligation/Economic Control: You owe me for all I have invested in you, taking all money and property including ID, not allowing a girl to go to court



Use of Female Recruiters: Girls in the stable lure girls/women into "The Life" by showing them what they can get (material goods, family, support) if they work for her pimp. Recruiter will minimize harsh realities of "The Life"

Physical Violence: Branding/tattooing, starvation, beatings, gang rapes

Coercion, Fear and Threats: Threatening family members, constant threat of death; instilling fear of Social Service agencies and Law Enforcement

Brain Washing Techniques Used by Pimps

The techniques that pimps use to brain-wash victims often create Trauma Bonding and Stockholm Syndrome effects, making it harder for the victim to leave the abusive situation.

Trauma Bonding:

Traumatic bonding is a strong emotional tie that develops between two persons where one person intermittently harasses, beats, threatens, abuses, or intimidates the other.

How it occurs:

1. Imbalance of Power
2. Abuse is sporadic in nature
3. Denial occurs for emotional self-protection

Stockholm Syndrome:

Victim perceives the abuser as a threat to her survival, physically or psychologically.

Victim perceives the abuser as showing her some kindness, however small.

Victim is kept isolated from others.

Victim does not perceive a way to escape from the abuser.

Victim focuses on the abuser's needs.

Victim sees world from abuser's perspective.

Victim perceives those trying to help her as the "bad guys" and the abuser as the "good guys."

Victim finds it difficult to leave the abuser even when it is OK to do so.

Victim fears the abuser will come back to get her, even if he is dead or in prison.