

# Using Robert Greene's 48 Laws of Power to Create a Killer Antagonist

T.O. Paine

Wu Chao



Simon Milligan  
(wanna-be serial killer)

Flat

Predictable

Boring





By applying the  
Laws of Power,  
Simon will become:

Believable

Justifiable

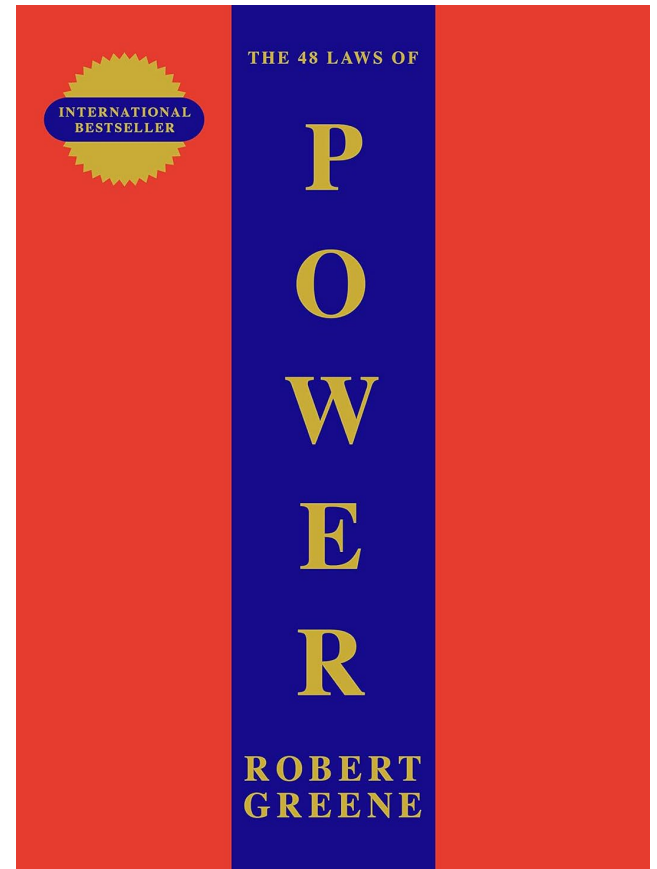
Relatable



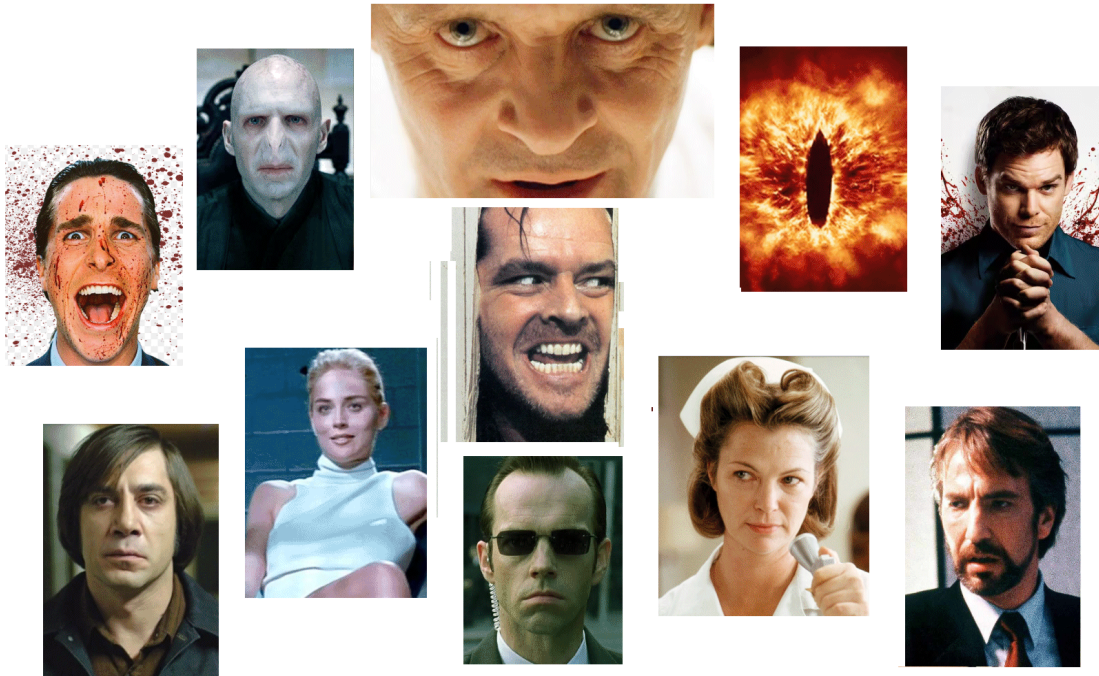
# The 48 Laws of Power

by Robert Greene

- 3000 Years of Power Stories
- Author Robert Greene
- Intention & Controversy



# Readers Love Villains Like These . . .



# How 48 Laws of Power is Organized

- Judgment
- Transgression
- Observance
- Keys to Power
- Reversal (not used)



# Analysis: Levels of Evil

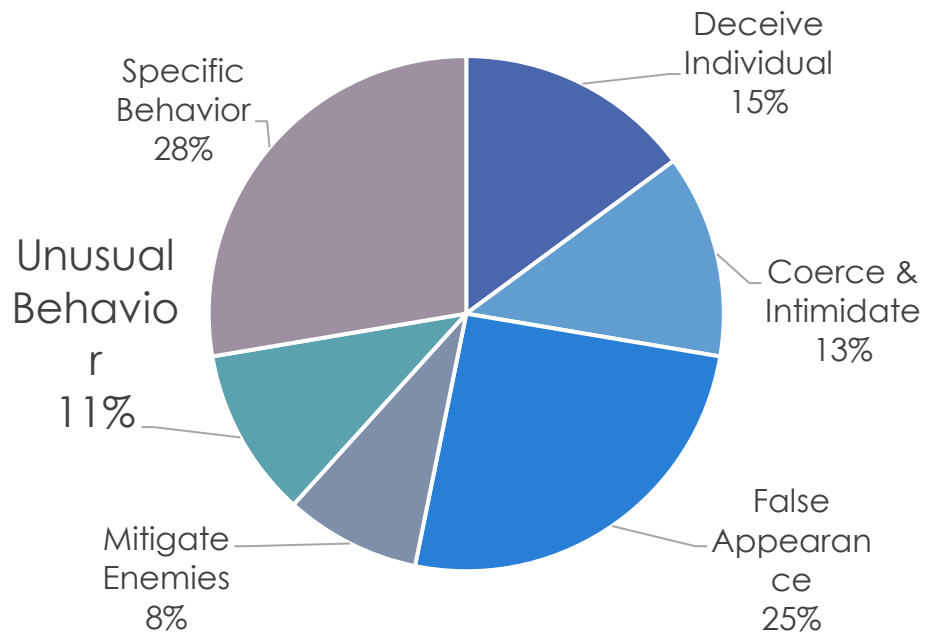
- Pure Evil: *Murderous*
- Evil: *Permanent Damage*
- Somewhat Evil: *Deception*
- Not Evil: *Acceptable Behavior*

#17 Keep Others in Suspended Terror: Cultivate an Air of Unpredictability #27 Play on People's Need to Believe to Create a Cult-like Following #3 Conceal Your Intentions #42 Strike the Shepherd and the Sheep Will Scatter #44 Disarm and Infuriate with the Mirror Effect #37 Create Compelling Spectacles #14 Pose as a Friend, Work as a Spy #7 Get Others to Do the Work for You, but Always Take the Credit #31 Control the Options: Get Others to Play with the Cards You Deal #39 Stir Up Waters to Catch Fish #8 Make Other People Come to You – Use Bait if Necessary #11 Learn to Keep People Dependent on You #32 Play to People's Fantasies #43 Work on the Hearts and Minds of Others #26 Keep Your Hands Clean #15 Crush Your Enemy Totally #33 Discover Each Man's Thumbscrew #12 Use Selective Honesty and Generosity to Disarm Your Victim #41 Avoid Stepping into a Great Man's Shoes #2 Never Put Too Much Trust in Friends, Learn How to Use Enemies #19 Know Who You're Dealing With – Do Not Offend the Wrong Person #22 Use the Surrender Tactic: Transform Weakness into Power #5 So Much Depends on Reputation – Guard It With Your Life #24 Play the Perfect Courtier #6 Court Attention at All Costs #21 Play a Sucker to Catch a Sucker – Seem Dumber Than Your Mark #20 Do Not Commit to Anyone #48 Assume Formlessness #38 Think as You Like but Behave Like Others #46 Never Appear Too Perfect #36 Disdain Things You Cannot Have: Ignoring Them is the Best Revenge #34 Be Royal in Your Own Fashion: Act Like a King to Be Treated Like One #13 When Asking for Help, Appeal to People's Self-Interest, Never to Their Mercy or Gratitude #30 Make Your Accomplishments Seem Effortless #1 Never Outshine the Master #35 Master the Art of Timing #16 Use Absence to Increase Respect and Honor #18 Do Not Build Fortresses to Protect Yourself – Isolation is Dangerous #4 Always Say Less Than Necessary #9 Win Through Your Actions, Never Through Argument #28 Enter Action with Boldness #23 Concentrate Your Forces #45 Preach the Need for Change, but Never Reform Too Much at Once #47 Do Not Go Past the Mark You Aimed For; In Victory, Learn When to Stop #29 Plan All the Way to the End #10 Infection: Avoid the Unhappy and Unlucky #25 Recreate Yourself #40 Despise the Free Lunch	Pure Evil: Murderous
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# Analysis: Tactic Categories

- Unusual Behavior
- Coerce & Intimidate
- False Appearance
- Deceive Individual
- Mitigate Enemies
- Specific Behavior



# The Villains and Their Tactics



# Top 10 “Evil” Laws

#	Law	Tactic
1	#17 Keep Others in Suspended Terror: Cultivate an Air of Unpredictability	Unusual Behavior
2	#27 Play on People's Need to Believe to Create a Cult-like Following	False Appearance
3	#3 Conceal Your Intentions	Deceive
4	#42 Strike the Shepherd and the Sheep Will Scatter	Mitigate Enemies
5	#44 Disarm and Infuriate with the Mirror Effect	Coerce / Intimidate
6	#37 Create Compelling Spectacles	Unusual Behavior
7	#14 Pose as a Friend, Work as a Spy	Deceive
8	#7 Get Others to Do the Work for You, but Always Take the Credit	Coerce / Intimidate
9	#31 Control the Options: Get Others to Play with the Cards You Deal	Deceive
10	#39 Stir Up Waters to Catch Fish	Unusual Behavior



# How to Use the Laws

Choose 3-7 Laws of Power for Your Villain

*For Each Law:*

- 1) Use “Judgment” to Provide a New Belief
- 2) Write a “Transgression of the Law” Story
- 3) Write an “Observance of the Law” Story
- 4) Use the “Keys to Power” to Provide a New Thoughts and Actions

\* The “Reversal” is not used.



# Choose 3-7 Laws

#	Law	Tactic
1	#17 Keep Others in Suspended Terror: Cultivate an Air of Unpredictability	Unusual Behavior
2	#32 Play to People's Fantasies	False Appearance
3	#3 Conceal Your Intentions	Deceive
4	#15 Crush Your Enemy Totally	Mitigate Enemies
5	#4 Always Say Less Than Necessary	Coerce / Intimidate

# Applying One of the Laws to Simon

Step: Choose 5 Laws of Power

#	Law	Tactic
1	#17 Keep Others in Suspended Terror: Cultivate an Air of Unpredictability	Unusual Behavior
2	#32 Play to People's Fantasies	False Appearance
3	#3 Conceal Your Intentions	Deceive
4	#15 Crush Your Enemy Totally	Mitigate Enemies
5	#4 Always Say Less Than Necessary	Coerce / Intimidate



## Step 1: Use “Judgment” to Provide a New Belief

### #15 Crush Your Enemy Totally

“... If one ember is left alight, no matter how dimly it smolders, a fire will eventually break out.”

### New Belief

*Before, Simon only killed women at parties. Now he believes he must be able to kill others, even though he may not want to.*

## Steps 2 & 3: Write Transgression and Observance Stories

### Transgression

Simon Milligan grew up in a matriarchal cult, leaving at the age of ten when the cult disbanded. The women of the cult abused him, often calling him "Cinnamon" and forcing him to wear girl's clothing. As an adult, he turned to seeking out groups of women and murdering them. On Aug. 8th, 2023, he crashed a suburban bridal shower and murdered everyone except for Mallory. There was something about her. He couldn't do it. She escaped, notified the police, and they hunted him down.

### Observance

A successful serial killer, Simon Milligan, only murdered females at social gatherings such as bridal showers. He had thirteen victims to his name by the age of thirty-two, spanning three gatherings. However, the police were closing in. Detective Stack Wilson had brought Simon to the station for questioning. Though Simon did not want to, he broke his MO, and the detective suffered a fatal "accident." Simon went on to kill eleven more women at two more gatherings without any interference from the police.

## Step 4: Use the “Keys to Power” to Identify New Thoughts and Actions

1. “Have no mercy. Crush your enemies as totally as they would crush you. Ultimately the only peace and security you can hope for from your enemies is their disappearance.”
2. “Do not take the hatred of your enemies personally.”
3. “Be realistic: With an enemy like this around, you will never be secure. Remember the lessons of history, and the wisdom of Moses: Never go halfway.”



# The New Simon Milligan

Law #17 - Keep Others in Suspended Terror

Simon began showing up to police stakeouts

Law #32 - Play to People's Fantasies

Simon appeared normal to coworkers

Law #3 - Conceal Your Intentions

Simon convinced his roommate to help with murders

Law #15 - Crush Your Enemy Totally

Simon became open to killing anyone

Law #4 - Always Say Less Than Necessary

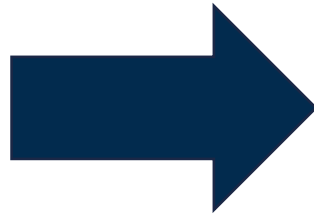
Simon avoided arrest by saying nothing in several scenes. He simply walked away.



# Simon's Character Evolution



Flat  
Predictable  
Boring



Believable  
Justifiable  
Relatable

Questions?





# Thank You

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