



**How to be a Pimp**  
by Harmony Dust

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Nowadays, any 15-year old kid with internet access can learn how to be a pimp. From gorilla pimping to finesse pimping, the “how to’s” of selling women is public domain.

Several years ago, I came across the article on how to be a pimp using Maslow’s Hierarchy of Needs and we have used it in our volunteer trainings ever since. It gives incredible insight into the the tactics used to lure vulnerable women (and children) into sex work. After reading this article, I felt like I could clearly see the strategies my ex-boyfriend used to get me to start stripping. Funny enough, I am not alone. Today I was talking about it with a friend and she said that she never even realized she had been pimped until she read it.

With that said, for the sake of exposing and educating, I have decided to share it with you all.

**How to Be a Pimp:**  
**Using Maslow’s Hierarchy of Human Need to Make the Most Money**  
by RJ Martin

To really be successful pimping you have to understand Maslow’s Hierarchy of Human Need—players call it the “Pyramid.”

See, the pyramid is a triangle; you know what a triangle is, right? To categorize human need you divide the triangle into five different parts, each of which represents a basic need that all human beings have, including prostitutes. The largest area of the pyramid, the part at the bottom, shows the most pressing of human needs: food, air and water, called “physiological needs.”

Everyone needs these things to survive and everybody that is alive is getting them. You probably won't be able to find a prostitute that is not getting her needs met in this respect, at least not in America. However, at every other level of the pyramid, there exists an opportunity for you to be a pimp. Because the pimp assesses prostitute need and then finds a way for the prostitute to get her needs met.

At the second level of the pyramid is the need for safety and security. You might be able to find a way in here. The prostitute may not feel safe. She plays a dangerous game. She is unsafe from crazy tricks, from unscrupulous police, and from intimidators masquerading as "pimps" (not like you), who might beat her or smear her make-up. To get in at this level you will say something along the lines of, "I want to protect you," but that is usually not enough. You need to combine this need with a need from one of the other levels of the pyramid.

At the third level of the pyramid are the human needs for Love and Belongingness, such as the love of family and friends. Usually, the prostitute is not getting these needs met. That's why the easiest way to get started pimping is to fall in love with a woman who is turning tricks.

She probably has a need for love that is not getting met. The average guy on the street does not see her as a logical prospect for a love relationship and her family doesn't love her—they probably sexually abused her when she was a little girl and then lied about it... Her only friends are other prostitutes, who by and large are dishonest, confused and needy themselves.

This is where a good pimp can make a living—if he's got the right stuff to be a pimp. All of these women need love. A lot of them are good-looking, resourceful and funny. If you can find a way to "have feelings" for them you will be rewarded financially....

If you think you can do this, you are ready to become an elevated pimp...

Of course, if you have good theatrical skills and knowledge of the Pyramid, you might be able to provide an illusion of love—that is, to make her think that you love her. ...

As you get near the top of the pyramid, the area of need is less, but it still exists and may provide a way for you to be a pimp. At the fourth level, right underneath the top, is the need for "Ego-self-esteem." Everybody wants to feel good about themselves and that is a hard thing for prostitutes to do. They need to feel respected—it's not as pressing a need as the need for food and water, warmth or love, but it is the kind of thing that can ruin a person's life if they don't get it. That is why so many working girls are addicted to drugs. They feel bad about themselves so they shoot heroin everyday to forget about it. A lot of them were abused as children, most of them, in fact, and they have been feeling bad for a long time. You, as a pimp, will understand the pathway that brought her to be a prostitute and you'll show some understanding and sympathy. ...

At the top of the Pyramid is the need for self-actualization—the need to "be all that you can be." It's hard to find a way in at this level but it is possible if you provide a dream for the future—a way out. You explain that what she is doing now represents something temporary; that you know she is better than this so she is just doing it until you "get your insurance settlement," inherit some money or make it as a rapper or a rock star.

If you meet the prostitute's needs at different levels of the Pyramid, simultaneously, you will make money. You've got to meet needs at the third and second levels while you are trying to find a way in at the fifth level. Then you will have a devoted woman pulling for you. You will call her your "baby girl" or "hope-to-die-woman." Once you have that, you will enjoy the benefits of being an elevated pimp and know that it is time to expand your empire. Your hope-to-die-woman will help you to recruit new women. She will **think** she is your business partner.