

THE LIFE FORCE 8

The 8 Main Desires All Humans Are Born With

1. Survival, enjoyment of life, life extension
2. Enjoyment of food and beverages
3. Freedom from fear, pain, and danger
4. Sexual companionship
5. Comfortable living conditions
6. To be superior, winning, keeping up with the Joneses
7. Care and protection of loved ones
8. Social approval



THE 9 SECONDARY WANTS

The 9 Learned Desires Most People Acquire

9. To be informed
10. Curiosity
11. Cleanliness
12. Efficiency
13. Convenience
14. Dependability/quality
15. Expression of beauty and style
16. Economy/profit
17. Bargains



This information is based off the book titled:
CASHVERTISING by Drew Eric Whitman



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