

List of universal appeals - Barry Davret

Sourced from How To Write A Good Advertisement by Victor Schwab, Tested Advertising Methods 4th edition by John Caples, and personal observations.

1. Strength
2. Certainty and predictability about the future
3. Endurance
4. Longer life
5. Freedom from pain in the present (solving a current health issue versus preventing a future issue)
6. Ease (make life, their job, parenting easier)
7. Prestige (among peers)
8. Convenience
9. Validation of one's skills, character, life choices, beliefs, values
10. Financial security
11. More leisure time
12. Smarter (than their peers)
13. More knowledgeable
14. Funnier
15. Popularity
16. Improved personality
17. Achievement beyond what they thought possible
18. Emotional gratification. When a trusted figure puts your feelings into words. They articulate what you can't
19. Likability
20. Conversational skills
21. Praise from others - intelligence, judgment, knowledge, appearance, generosity, other evidence of superiority
22. To be indispensable to others
23. Keeping up with the Jones' (maintain status within a peer group)
24. Beauty
25. Style
26. Health
27. Job advancement
28. Success
29. Just reward for one's efforts
30. Security
31. Financial independence
32. Provision for age and adversity
33. Better social circles
34. Freedom from worry
35. Recognition as an authority
36. To be influential/persuasive in a sphere or domain of importance to them

37. Social acceptance
38. Playing an important role in a cause bigger than themselves
39. Physical appearance - needs to be specific, as in *six-pack abs*
40. To feel needed by others
41. Charisma
42. Pride in overcoming obstacles
43. Pride in accomplishment
44. Pride in defeating competition
45. Desire to do things well
46. Increased enjoyment
47. Be better parents (and recognized by others as being superior parents)
48. Increased influence over others
49. Gregariousness
50. Pride in a particular character trait
51. Relief from guilt (when a trusted figure absolves you of a wrong you have done)
52. Resist domination by others
53. Be up to date
54. Emulate what has general acceptance in society
55. Appreciate beauty, art
56. Advancement of a particular skill
57. Pride in certain possessions
58. Creativity
59. Happiness
60. Winning affection from others
61. Sex - More, better
62. Romantic relationships
63. Friendship
64. To feel part of an exclusive group
65. Cure for a flaw
66. Reframe a perceived flaw as an advantage
67. Self-confidence
68. Satisfy a curiosity
69. Freedom from doubt, insecurity, risk
70. Solve a personal embarrassment
71. Social connection (when lacking)
72. Recognition and freedom from an indignity (or perceived indignity)
73. Look good (be thought of well) in the eyes of their peers
74. Moral standing or moral superiority
75. White knight or savior to people they care about
76. Validation from an authority figure that they're on the right track,
77. Validation from an authority figure that they're justified in doing what they're doing even if it's morally questionable

