

8 Human Desires

You Need To Know Before You Write
Copy For Your Creative Business

WHAT PEOPLE
REALLY WANT

★
SURF
COAST
CREATIVES

PREPARED BY:

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What People Really Want

8 Human Desires You Need to Know Before You Write Copy For Your Creative Business

"What people care mostly about is... themselves."
Daniel Starch, Advertising Legend

Hey, creator. Yes, shock horror... people care mostly about themselves and what you can do for them—according to most psychologists and market researchers.

They're not concerned with your "custom fonts" or "brand" or "Insta page." **They care about what you can do for them.**

Knowing this, on the following pages are **8 Human Desires** you need to know if you want to write better copy for your creative business.

These desires will help you connect with your ideal audience and better capture what people **REALLY** want.



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#01

SURVIVAL, ENJOYMENT OF LIFE, LIFE EXTENSION

Enrolments in survivalist courses doubled when COVID-19 went crazy. You saw the empty supermarket shelves as well. For most of us, our goal is to survive and enjoy life for as LONG as possible. How can you help people do this?

#02

ENJOYMENT OF FOOD & BEVERAGES

If you live near a city then chances are you've used UberEATS before. If not, then you've probably tried that new Mexican joint or that awesome new bar that just opened. Does your business satiate our hunger or thirst?

#03

FREEDOM FROM FEAR, PAIN, AND DANGER

IT security is a billion dollar industry and CCTV cameras are everywhere. The market for sleeping pills and anti-depressants are huge too. Can your idea help alleviate fear, pain or danger for the masses or a community?

#04

SEXUAL COMPANIONSHIP

Tinder and other datings apps had a record increase in subscriptions at the height of the Corona pandemic. Loneliness ain't fun for extended periods. Does your idea or business offer a bridge to sexual companionship?

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#05

COMFORTABLE LIVING CONDITIONS

Homewares and art and crafts and all manner of gadgets, not to mention spacious homes for a family of 4, help us feel comfortable. How can you make people feel comfortable or more at ease?

#06

TO BE SUPERIOR, WINNING, KEEPING UP WITH THE JONESES

There is no logical reason to spend \$120,000 on a brand new Range Rover. But people do. Sometimes it's nothing more than the pressure of keeping up with Jonesy. Is your product or service a shiny new must-have?

#07

CARE AND PROTECTION OF LOVED ONES

Day spas, massage therapists, gift cards and alert devices need no justification. Neither do expensive child care centres or health retreats. Does your business help care for your customer's family or protect them?

#08

SOCIAL APPROVAL

Apps like Strava for amateur athletes plus social media sites like Facebook, Instagram and Twitter are some of the biggest companies in the world. They allow people to gain social approval. Does your business offer people a way to get social kudos?

How many of the 8 desires do you openly appeal to as a creative entrepreneur?

It's hard to argue with our 8 basic desires.

You don't need a scientific study to prove them. They're mostly self-evident when you really think about them and become more aware of their influence.



80%

The percentage of websites and advertising with no clear message or intent and leaving us high and dry

20%

The percentage of websites that grab people by the throat by tapping our basic human desires

Desire in Action

When it came to making big money selling books, mail order guru Halderman-Julius literally wrote the book. During the 1920s and 30s he sold more than 200 million books, in nearly 2,000 different titles.

They were simple little books costing 5 cents each. He advertised his books using **TITLES** only. If a book didn't sell he'd just change the title and nothing else!

Look what happened when he changed the titles to better fit our basic human desires:

Old Title	Annual Sales	New Title	Annual Sales & Desire
Ten O'Clock	2,000	What Art Should Mean To You	9,000 (D#08)
Fleece of Gold	5,000	Quest For A Blonde Mistress	50,000 (D#04)
Art of Controversy	0	How To Argue Logically	30,000 (D#06)
Casanova and His Loves	8,000	Casanova, History's Greatest Lover	22,000 (D#04)
Apothegens	2,000	Truth About The Riddle Of Life	9,000 (D#01)

According to Halderman-Julius, the two strongest appeals were **sex** and **self-improvement**. Surprised? Neither am I.

It then begs the question: How much of your website copy or marketing material appeals to our basic human desires?

When you tap into these innate desires, you harness the unstoppable momentum of the emotions that drive people **every second, of every day**.

It pays to remember our 8 basic human desires when it comes to writing copy for your website or marketing materials.

They are traits biologically programmed into us.

Not to mention powerful motivators to get visitors to **take action**.

Successful creative entrepreneurs tap into these desires to help sell more of their product or service and build their ultimate lifestyle.

And we all know pouring your heart and soul into a business and getting crickets at the other end isn't a nice feeling.

For more info on how to apply our basic human desires to your creative project or business drop me a line with the subject "**Desire**":

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20%

The percentage of creators tapping mother nature to help sell their goods or services



Ben Hucker is the founder of the Surf Coast Creatives podcast. He is also a copywriter with more than 10 years experience writing copy for big corporates and small businesses in a range of industries.

BONUS Worksheet

Here's a simple worksheet to help you brainstorm the different ways you can use our basic human desires in the copy for your website or marketing materials.

Print it out and identify what values you are currently tapping into as a creative entrepreneur.

Hopefully it will get you thinking about your business in a different light.

Desire #1 Survival, Enjoyment of Life, Life Extension

Desire #2 Enjoyment of food & beverages

Desire #3 Freedom from fear, pain and danger

Desire #4 Sexual Companionship

Desire #5 Comfortable Living Conditions

Desire #6 To be superior; winning, keeping up with the Joneses

Desire #7 Care and protection of loved ones

Desire #8 Social approval

Thank You

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