

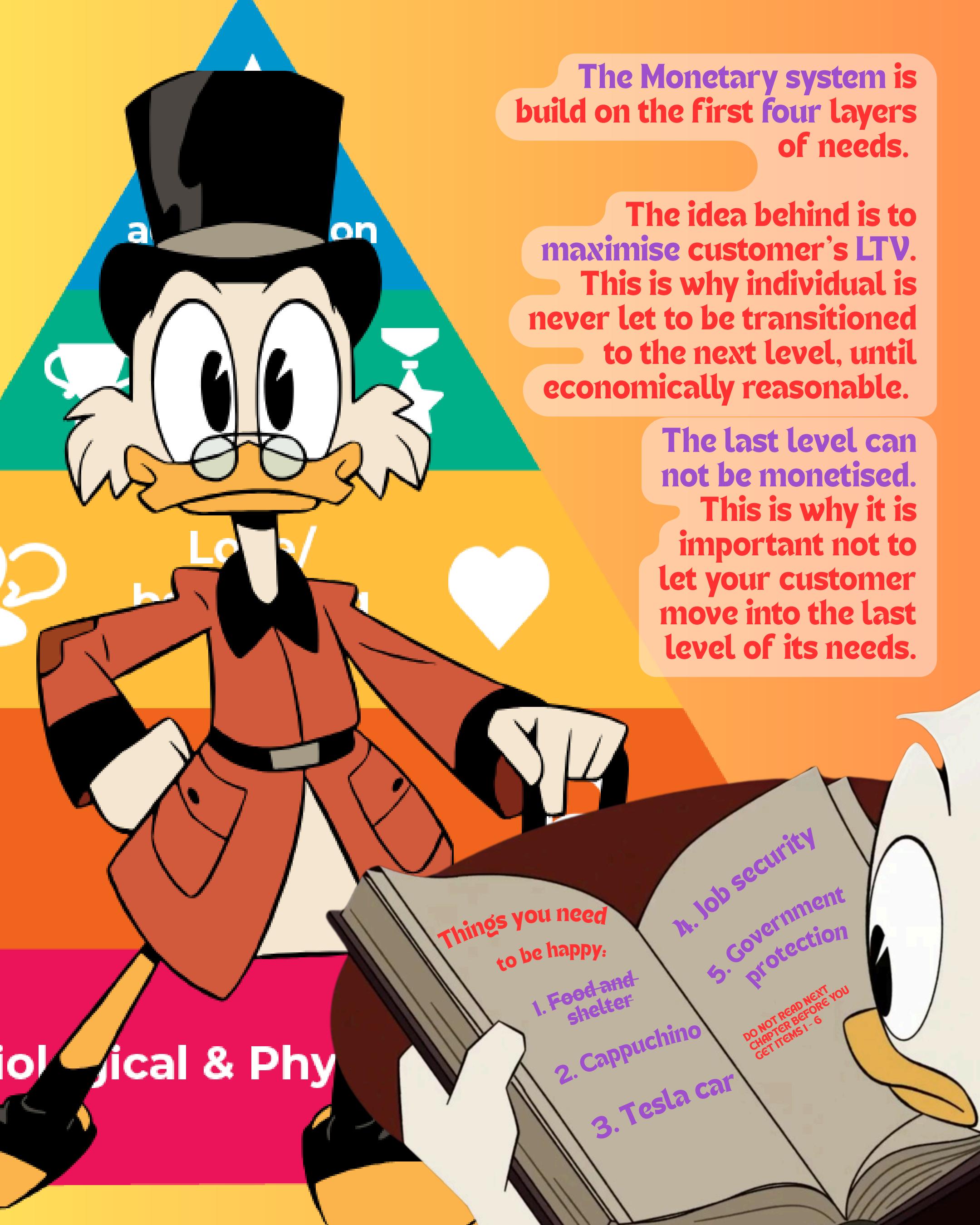
How to increase LTV +1000000%

Erich Fromm
(1900-1980)

Abraham Maslow
(1908-1970)

Pierre Bourdieu
(1930-2002)





The Monetary system is build on the first four layers of needs.

The idea behind is to maximise customer's LTV. This is why individual is never let to be transitioned to the next level, until economically reasonable.

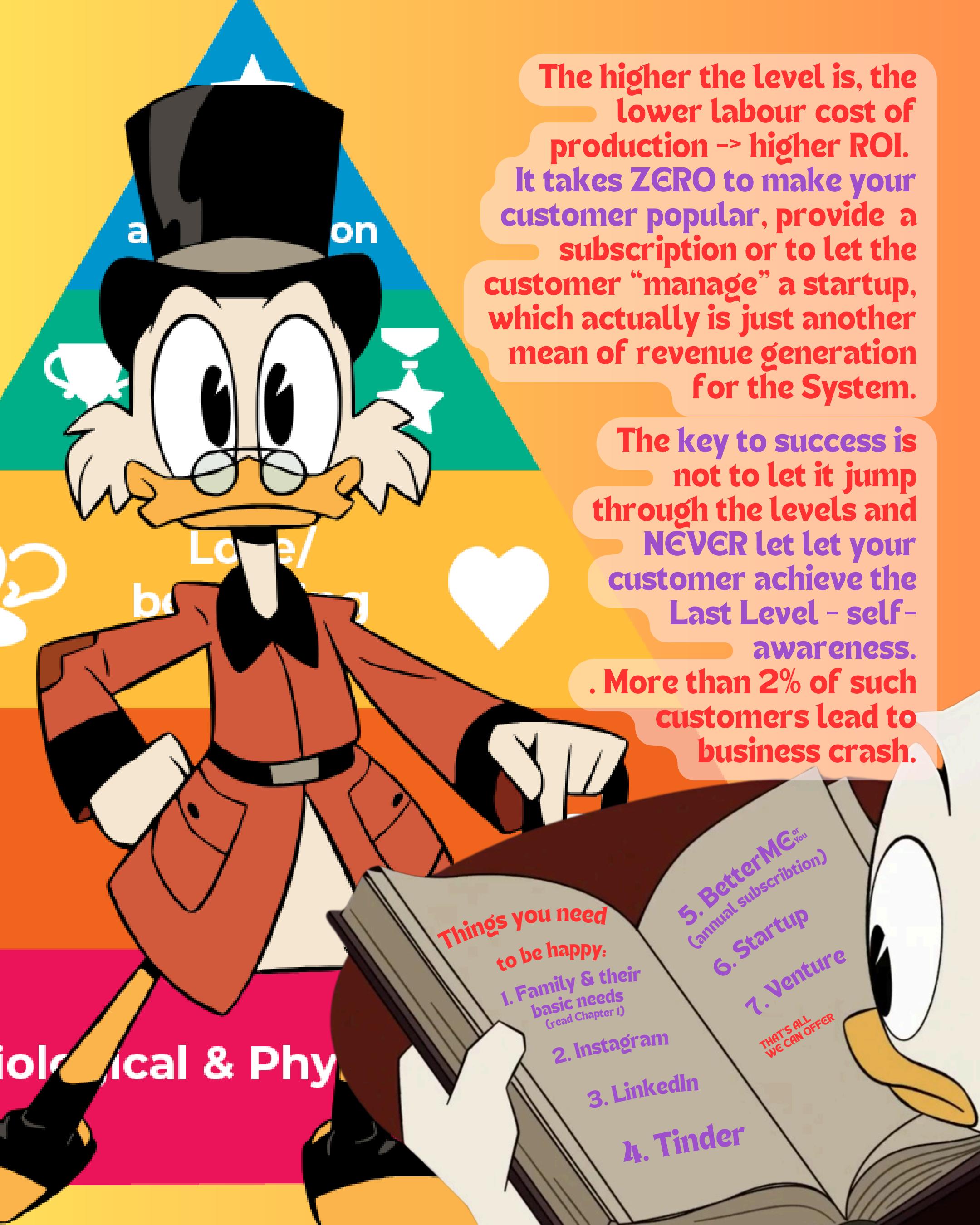
The last level can not be monetised. This is why it is important not to let your customer move into the last level of its needs.

Things you need
to be happy:

1. Food and shelter
2. Cappuchino
3. Tesla car

4. Job security
5. Government protection

DO NOT READ NEXT
CHAPTER BEFORE YOU
GET ITEMS 1-6



The higher the level is, the lower labour cost of production -> higher ROI. It takes ZERO to make your customer popular, provide a subscription or to let the customer “manage” a startup, which actually is just another mean of revenue generation for the System.

The key to success is not to let it jump through the levels and NEVER let your customer achieve the Last Level - self-awareness. More than 2% of such customers lead to business crash.

Things you need
to be happy:

1. Family & their basic needs
(read Chapter I)
2. Instagram
3. LinkedIn
4. Tinder

5. BetterME or
(annual subscription)

6. Startup
7. Venture

THAT'S ALL
WE CAN OFFER