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| People always ask he the same question ' asked how she could draw and hold a crowd of 3,000 for a lecture, she said: 'Because I talk on the one subject on earth in which every individual is most interested—himself.'"  -RALPH PAINE BENEDICT and ELISE LINCOLN BENEDICT | I chose this quote because it shows how Elsie was a marketing genius. |
| When it comes to upsetting this obese it all comes down to food, if you invite them over for steak dinner and you provide them with lemon squares and tea there will be a problem.  -(Elsie Lincoln pg. 45) | This quote was chosen because it elaborates the concept that food controls the Alimetive |
| Get his name on the dotted line NOW  -(ELISE LINCOLN BENEDICT pg. 88 ) | I chose this quote because its saying that this person was meant for big things. |
| Usually the muscle goes to their head  -(Elsie pg. 140) | This quote is reminding us that this type is not the brightest of the 5 types. |
| I believe could "live through" almost anything and still dominate his surroundings.  -(RALPH PAINE BENEDICT pg. 187) | The Author is saying that this type has the best adaptive skills |
| "He was born ahead of his time"  -(RALPH PAINE BENEDICT pg. 231) | The author is explaining that this type is the most intelligent and creative. |
| “Most people use less brains in selecting the person with whom they are to spend their lives than they do in choosing an automobile, a bicycle or a cut of steak. Love isn’t enough; there must also be understanding.”  -(ELISE LINCOLN BENEDICT) pg. Biography | This is expressing her knowledge of marriage and what it takes to have a long lasting one instead of a futile marriage. It also explains how people can be lazy with love. |