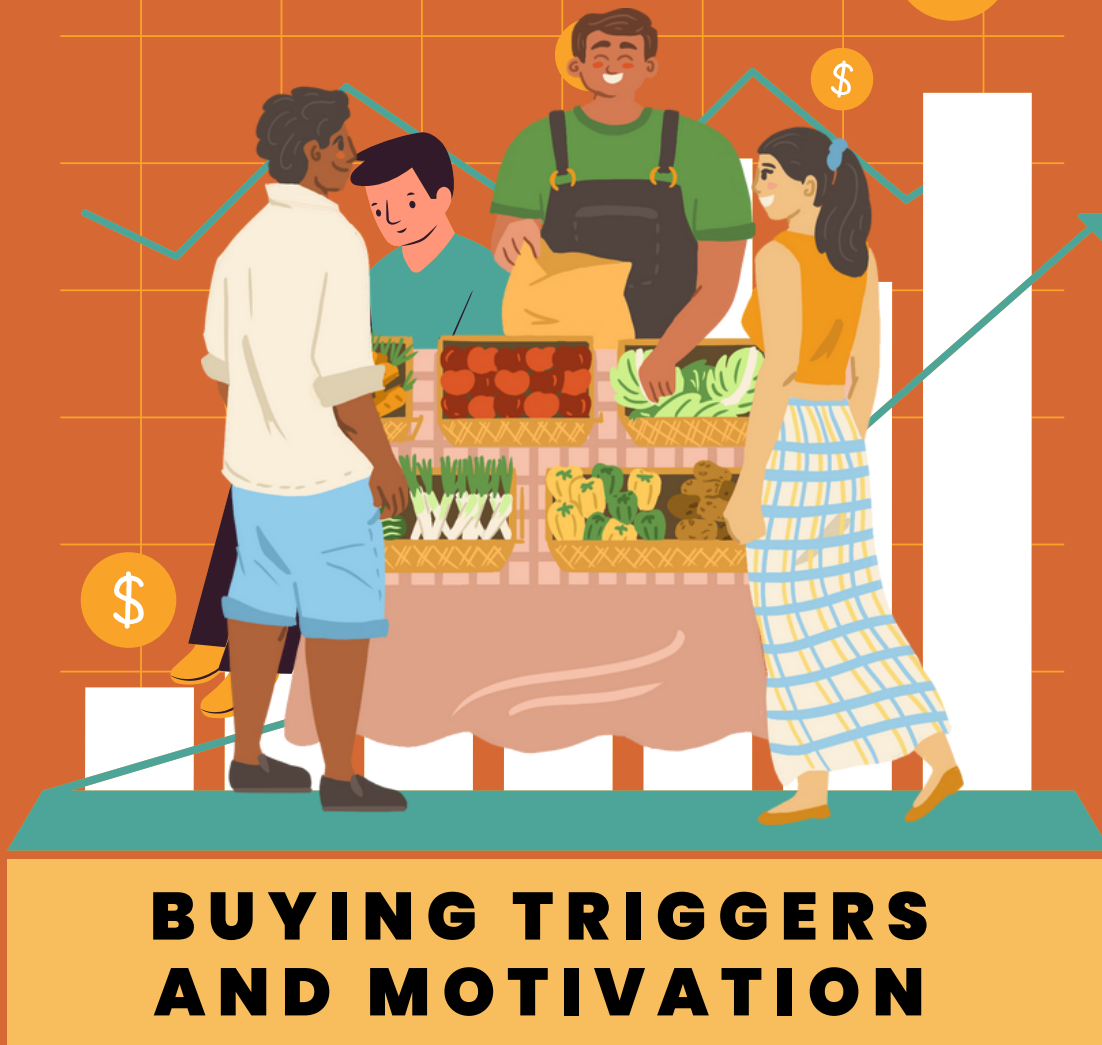


UNDERSTANDING WHY CONSUMERS BUY PRODUCTS LIKE Y\$OURS



What motivates consumers to buy products and services?
Answer that question to engage more potential
customers who can't wait to see what you have next!

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WHAT MOTIVATES YOUR CUSTOMERS TO BUY?



MAKING IT... REMOTELY

Top Reasons People Buy

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GET STARTED



Routine

Those necessities that help us live a stable lifestyle. These items vary based on individual and family needs.



Life Events

Consumers celebrate the people in their lives. Gifts demonstrate love and respect from the giver to the recipient.



Psychological Needs

Include the need for safety, social interaction, esteem, and self-actualization needs.

What are buying triggers? They are the events, routines and emotions that motivate us (consumers) to make purchases. Some purchases are a matter of life and death, like food and water... others are optional at varying degrees.

Understanding what motivates your potential customers to buy is your job as an entrepreneur. And creating marketing that zeros in on the right triggers will dramatically improve your ability to sell more products and services.

It's important to understand, based on your business, why your customers buy, and the benefits you can provide to them, that your competitors can't.

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WHAT MOTIVATES YOUR CUSTOMERS TO BUY?



WHAT KIND OF SHOPPERS WILL BE YOUR BEST CUSTOMERS?

Your products and unique to your brand, and the specific items potential customers will buy will vary based on the individual preferences, how much they feel that they need your products and their ability and willingness to buy. We'll focus on three basic types of shoppers listed below that will apply to all of the triggers and motivators described in this guide:

1. **Value Based Shoppers** – These shoppers are budget minded and stick to the plan for the most part. They look for bargains, and splurge on items occasionally if they feel that it will improve their lives or make things easier for them and their families.

They have less disposable income and the money they save on routine

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purchases helps them afford items that cost a little more. They are your bargain shoppers.

2. **Moderate Shoppers** – They are between the value-based shoppers and the luxury-based shoppers. They have more disposable income than a value-based shopper, but not as much of it as a luxury-based shopper.

While they have more disposable income, they are not wealthy. They are thoughtful when making purchases and have learned to compare not only the price but the quality of the items they purchase. Though they have more money to spend, they don't waste money.

That means they don't want to pay more for items than they have to, and so they look for the best pricing for similar items. They do a lot of comparison shopping. These shoppers can also afford to higher quality items, buy in large quantities, so they bulk buy, which saves them money in the long run.

3. **Luxury Based Shoppers** – These shoppers are wealthy and have lots of disposable income and they use it to buy lots of extras as well as investing in items that are well made, of higher end materials.

These shoppers can afford the best and are not as interested in price

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limitations. They may not even shop for themselves for routine items. But they know quality and when they do shop, they buy accordingly.

Their assistants and personal shoppers will buy with the knowledge that they can afford higher ticket items and will typically spend more if they see the benefit and feel that products will make things easier for their families and improve their lives.

ROUTINE TRIGGERS

If your products fit into this area, you have a lot of buyers because most everyone on the planet buys these kinds of items. These purchases have to do with the necessities needed to maintain a stable lifestyle. At the same time there are differences in brands, quality and pricing that shoppers look for even when they are making routine purchases. There are also cultural preferences in terms of the routine items people buy to keep their homes well stocked and running well.

- Groceries
- Personal Care
- Transportation/Gas
- Medications
- Household Products
- Clothing
- Rent/Mortgage
- Utilities
- Hobbies
- Maintenance
- Car Loan/Lease
- Insurance

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WHAT MOTIVATES YOUR CUSTOMERS TO BUY?



LIFE EVENT TRIGGERS

People make purchases to celebrate and appreciate the people in their lives. Gifts demonstrate love and respect from the giver to the recipient. Don't overlook these and similar holidays and special occasions to give your customers a good reason to purchase a gift for their loved ones.

Life events are discrete experiences that interrupt and even disrupt our day-to-day habitual activities. Life events are celebrated with the purchase of gifts.

Small Business Events

- Black Friday
- Small Business Saturday
- Cyber Monday
- Giving Tuesday

Celebrations

- Birthdays
- Welcome Home
- Bon Voyage
- Birth of a Baby
- Souvenirs
- Memorabilia
- Weddings
- Anniversaries
- Retirement
- New Home Purchase
- New Job

Holidays

- Christmas
- New Years

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WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

- Martin Luther King Day
 - Valentine's Day
 - President's Day
 - Flag Day
 - St. Patrick's Day
 - Good Friday
 - Easter
 - Juneteenth
 - Labor Day
 - Mother's Day
 - Father's Day
 - Grandparents Day
 - Independence Day
 - Memorial Day
 - Thanksgiving
 - Halloween
 - Veterans Day
 - National Bosses Day
 - Administrative Professionals Day
 - United Nations Day
 - Glaucoma Awareness Month
 - Cervical Health Awareness Month
 - Random Act of Kindness Day
 - And More
- Awareness**
- Breast Cancer Awareness
 - Armed Forces Day
 - D-Day

PSYCHOLOGICAL TRIGGERS

There is a lot of psychology that goes into marketing products and services. And as stated before, when you can understand your customer's motivations from a psychological and emotional perspective you will improve your ability to promote and sell products.

- **Fear** - of losing, missing out or being without something beneficial.

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WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

- **Love** – Buying items, gifts to celebrate one's love of their family and friends.
- **Attractiveness** – Because of our need to look and feel our best, (beauty, gyms, plastic surgery, new clothes, stylish haircuts, and gyms) the beauty industry is valued in billions. individuality (being included in a higher level or exclusive level) are examples that might motivate your customers.
- **Sexuality** is one of the strongest motivators. Brands like Victoria's Secret, which focus on sex appeal, never lack customers.
- **Health** is a powerful motivator. Organic products, gym tickets, pills, medical services, insurance: though not everyone wants to live forever, almost everyone wants to live the years they have in a healthy and functional body.
- **Time savings** - Alongside money saving, time saving is another factor important while both spending money and making vital life decisions. Functional household appliances, meal delivery, more expensive direct tickets - these are all evidence of that people are ready to go to the expenses to save extra precious hours.
- **Comfort** - Heated seats, orthopedic sofas, and home textiles will always have their fan base. If your products help people live more comfortably, don't forget to mention it in your email campaigns.

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- **Curiosity** - makes people want to learn more and it's a common marketing tactic that helps marketers get people to click. Once someone clicks it's important to have something and offer that delivers.
- **Basic Needs** - Hunger or thirst can make you spend money on the things you would otherwise never consider even looking at. For example, beverages and meals at the airport may be of poor quality and of high price, but as they say, you're not you when you're hungry.
- **New experiences** - In fact, gaining experience is a good way to spend money. Traveling, concert events, and educational programs are good investments that will definitely pay off.
- **Survival** - Everything about survival makes you buy without hesitation. An extra protective layer for your camping tent, advanced airbag, water purifiers for travel - knowing you invest in your health and safety makes you open your wallet wider.
- **Special memories** - A holiday with friends, souvenirs, and memorable photo albums are worth our money because they remind of well-spent time and dear people.
- **Status** - Wanting to have a sense of accomplishment or being included in a certain exclusive group motivates people who buy items that are more

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luxurious. Some purchases can level up your status in the eyes of others and therefore boost your own self-esteem.

- **Novelty** - A new software, a new premium package of a familiar service, or a new model of your favorite gadget - for many these are a good reason to part with money.
- **Significant Discount** - It's all about a comparative cost. The size of the discount is often the main motive for the purchase, even if it wasn't previously on a shopping list.
- **Limited Offer** - A sense of urgency can push to make a purchase right here and right now.
- **Special Events** - Parties and different celebrations require special accessories: flowers for the wedding, pumpkins for Halloween, balls for the prom.
- **Escape from Reality** - Sometimes we spend money to dive into the imaginary world, for example, buying movie tickets or booking a weekend at the luxury spa center.
- **Possession Protection** - Safes, locked jewel boxes, seat covers, smartphone security apps, alarm systems are only a couple of examples of a much bigger range of goods taking your money in exchange for guaranteed security.

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- **Nostalgia** - Taste of the childhood," "Just like your granny cooked," "Good old days are back" - such calls make you remind of nice past experience and transcend it on the offered product.
- **Emotions** - A bouquet of flowers, waterpark tickets or concert tickets don't require big expenditure, yet give the whole bunch of positive emotion. Why not put a smile on your friend's face when it's so easy to do?
- **Niche Identify** - Cultural, religious or social connection with the product can be sold as well. Buddhist yoga mats, Independence Day t-shirts, original Chinese chopsticks make their owners believe they belong to some special group.
- **Charity Partnerships** - You've probably seen this kind of calls: "10% of the cost is transferred to animal shelters." Who doesn't want to help a cute pup, especially when making it is so easy?
- **Rest and Self Care** - Expenditure on rest isn't limited to flight tickets or fashionable resorts. Books, puzzles, board games, knitting kits - everyone has a different idea of what makes a good rest.
- **Stress and Pressure** - Today, people face stress everywhere - at work, on the streets, walking at the beach and comparing themselves to others, etc. To

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break this destructive circle, many willingly part with money ordering sedative pills, massage services, or a weekend at the spa resort.

- **Exclusivity** - Being one of the few owners of the exquisite luxury product gives you a ticket to a closed VIP club.
- **Pain Avoidance** - Dentists, massage therapists and manufacturers of painkillers can prove that people don't count money when it comes to stopping sharp pain.
- **Protecting the Environment** - Eco-foods, processed packages, non-phosphate powder, and silicone-free cosmetics are now the big thing. People are ready to overpay for the very idea that they are making a difference.
- **Children** - The children's product market is worth more than 100 billion dollars at the least estimate. Few can say a firm no to a child begging for a new doll or coloring book.
- **Awareness** - In a world where information is the main asset, subscription to newspapers, magazines or newsletters with actual news is a good revenue generator.
- **Managing Risk** - The option of a refund is a great fear reliever. The increase in sales will balance the requests for refunds, especially if you offer good, quality goods.

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- **Hobby** - If you're a big fan of cooking, sooner or later you'd buy that brand-new oven, even if its cost equals your monthly salary. Hobbies and passions are the spice of our lives, and most people don't scrimp on them.
- **The Lowest Price** - The lowest price in the market will make many consider a product, regardless of its characteristics.
- **Overcoming the Fight with Routine** - The pursuit of the so-called magic button is a consumer buying motive, so don't forget to point out if your product can make things easier for someone as with a cleaning service or planner app. Let people know they can improve their daily routine with the help of your offer.
- **Fun** - Having fun doesn't require any effort on your part. A general concept, fun is easy to sell to almost any category of customers, regardless of their gender, age, nationality or cultural background.
- **Business Development** - A new office rent, dinner for partners, or conference attendance are all good investment into the growth of your enterprise.
- **Independence** - Buy a car and put an end to constant issues with public transport. Buy a house and forget about annoying roommates. Buy a gym premium package and set your own hours for training: such mottos fuel your thirst for a more independent life.

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- **Economy** - Sometimes we spend money to save money. Cheap maintenance and low fuel consumption make a good reason to consider buying a car that possesses such advantages. Describing great technical characteristics of the purchase isn't the only key to get people to buy from you, describing how economical it may be is equally important.
- **Career and Education** - Certificate providers, coaches, conference organizers, and language classes sell their service (usually with an online course platform) by convincing you their offers are a good investment in your education, career and professional growth.
- **Goal Achievement** - Show your customers how your product will help achieve their goals - lose weight by summer, pass an English exam, enter a university - and they will be likely to buy it.
- **Belonging to a Group** - Teenagers are the most vulnerable category when it comes to gaining social approval and recognition. To be on the team, 14-16 years old are ready to buy the most non-practical and ridiculous things if some popular celebrity has called them a must-have.

All human beings need to feel a sense of belonging. A sense of belonging gives us validation. It makes us feel good. We all have a strong desire to belong to someone or something.

WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

How can validation and belonging be used as emotional triggers for marketing? Your customers have a greater chance of buying from you if your product makes them feel more accepted in the community.

For example, a gym owner can promote his fitness business through advertisements that show that when someone loses weight, they feel more comfortable and attractive to move around in society.

A brand selling organic food products may show in ads that eating organic food enhances a person's health, improving their social skills. You can use different emotional triggers to invoke people's desire to have a sense of belonging.

- **Happiness** - Those people who say that money can't buy you happiness either lie or don't know where to shop. A new car, expensive clothes, or even a chocolate bar probably won't make you the happiest person in the world but will definitely grant a couple of sweet moments.
- **Uniqueness** - It's not a secret that collectibles are expensive and collecting is a hobby for the rich and wealthy.
- **Instant gratification** - is one of the most positive and pleasant emotional triggers that you can use to drive more sales to your business. Marketers use the concept of instant gratification in their campaigns so commonly that it has become like a norm in today's world.

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WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

THINGS THAT MOTIVATE YOUR POTENTIAL CUSTOMERS

Instructions: Using the information in this guide to document the reasons your potential customers might have when buying your products. Take a moment to learn about the triggers that motivate your potential customers to take action.

☐

What niche do you serve?

☐

How does your product or service help consumers in your niche?

WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

- ☐ Are your products considered value based, moderate or luxury based?

- ☐ Does your product support a life event, observance or holiday?

- ☐ What motivates potential customers to buy products like yours?

WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

- ☐ What can you do to reach an audience to supplement your income during slow times?

- ☐ Do potential customers buy your products on a routine basis or do they buy based on emotional motivations.

WHAT MOTIVATES YOUR CUSTOMERS TO BUY?

Brainstorm all the reasons your customers are buying, as well as any times of year when your products may not be as popular.

Next create a plan to supplement those times of year when your primary product may not be as popular. It's important to plan for slow times to maintain your income. Write a paragraph or more about each category and how your products and niche fits into each.

You can supplement your income during the slow seasons by teaching courses, [becoming an affiliate](#), or starting another online business in a niche that peaks during the off season for your current business.

Use the triggers that apply to potential customers and write copy that ties into these motivations. Keep this guide in a binder or [discbound planner](#), so that when you are writing copy for your content, you can use it as a reference.

