

Top Buyer Motives

Step 1:

Your goal is to frame your marketing messages to sell people what they already want. The following list contains the top buying motives of American consumers – or put another way, the real reasons we buy. Review the list and place a checkmark next to the motives that could apply to your products or services.

Top Buying Motives:

- To **Make Money**
- To **Save Money**
- To **Save Time**
- To **Avoid or Reduce Effort**
- For **Pleasure** (enjoyment or entertainment)
- To **Help Someone Else** (a sub-type of buying for pleasure)
- To Avoid, Resolve, or **Escape a Pain**
(real or perceived such as security, health, guilt, attractiveness)
- To Express **Emotion** (usually love)
- To Build **Esteem or Increase Popularity**

Step 2:

Examine each relevant motive from your checklist and turn it into a BENEFIT statement. These could also be stated as the BENEFITS of working with you.

Here's an example of how I might complete this step:

Motive #1: *Save Money*

- Effective low-cost or no-cost methods to grow your business.*
- Easily manage your marketing without paying an advertising agency.*

Your Buyer's #1 Motive: _____

Benefits of choosing our business to solve this common buyer motive:

\$ _____

\$ _____

\$ _____

Motive #2: _____

Benefits of choosing our business to solve this common buyer motive:

\$ _____

\$ _____

\$ _____

Motive #3: _____

Benefits of choosing our business to solve this common buyer motive:

\$ _____

\$ _____

\$ _____

Circle the Best Reasons