

Negative Emotions Buyers Are Trying To Avoid or Solve

Emotion	<i>Buying message – you must have this</i>
Loss	<i>This is the last one</i>
Miss out	<i>Time is running out</i>
Left out	<i>Don't miss out – all the cool kids have one</i>
Alone	<i>Don't get left out – be a part of something special</i>
Fear	<i>You can't live without this</i>
Frustration	<i>Can't solve your problem any other way</i>
Not Enough	<i>You must have this to be accepted, others will love you</i>
Uncomfortable	<i>This will ease your suffering</i>
Pain	<i>Stop the pain – this will make you feel better</i>
Problem	<i>Solution</i>

Which negative emotions does your Ideal Customer have?

Which negative emotions does your Ideal Builder have?

1. Tightwad – “I’m not spending my money unless you pry it out of my hands.”

- Planners and budgeters
- Buy only because the price falls within acceptable limits and their “NEED” is justified.
- Unable to indulge

2. Spendthrift – “I’m going to spend all the money I possibly can and then some.”

- No buyers remorse, impulse buyers on steroids
- Spending money releases endorphins in the brain, lights up the brain's pleasure center
- Driven by their emotions, the more it costs, the more they want it

3. Average Spender – “If it seems like a good investment, I’ll purchase it.”

- Rough idea of their budget
- Occasionally impulse or over buy based on perceived NEED
- Carefully consider value propositions, benefits and features (usually)
- Use logic and reason to justify their emotional desires, think about decisions

1. Tightwad – 24%

- Sell using negative emotional signals – NOT positive or indulgent
- Value propositions are more powerful – NO clever slogans

2. Spendthrift – 15%

- Act from the heart – love pictures, positive emotions, visual stimulus
- Respond to colors – use them strategically
- Love emotional marketing – SELL the DREAM

3. Average Spender – 61%

- Respond to mix of emotions – start with pain, move to pleasure
- Love guarantees, returns, promises – sucker for extras
- Want a mix of charts, graphs, and data, with colors and pictures

Questions to Uncover which Buyer You're Talking to

How do you know the pains, frustrations, and needs your buyer has?

1. What are your greatest concerns about _____?

2. What are the biggest disappointments you have experienced with _____?

3. What are you looking for from your _____?