

## Negative Emotions Builders 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 Builder have?

Where do your potential builders live, eat, work, play and sleep?

### 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 Builder You're Talking to**

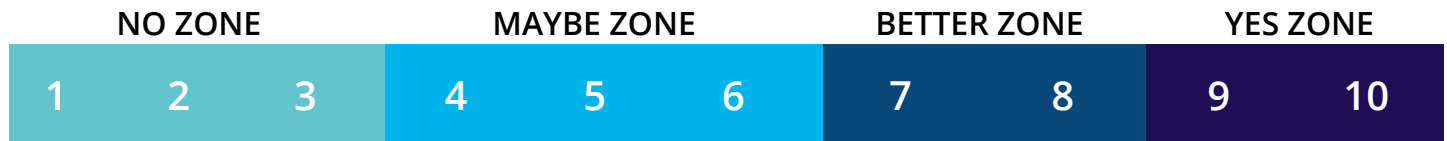
How do you know the pains, frustrations, and needs your buyer has?

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 \_\_\_\_\_?

*How confident are you that you will achieve your goals and live your dreams?*

The following quick quiz is designed to take your pulse when it comes to your self-esteem and belief in yourself. Please be authentic in your answers; these thought questions are designed to help you get in touch with your core confidence.

Circle the number below that represents where you place yourself today on this confidence continuum. The number 1 is low and 10 is high.



1. Rate your internal self-talk response when you say to yourself, "**I CAN** achieve my goals and live my dreams."



Why did you score yourself as you did?

2. Rate the strength of your desire, commitment, and decision when you say to yourself, "**I WILL** do what it takes to achieve my goals and dreams."



Why did you score yourself as you did?

3. Rate your internal sense of worthiness and value when you look in the mirror and say, "**I AM** enough." What does your mind say back to you? (smart enough, pretty enough, etc.)



Why did you score yourself as you did?