

Understanding the purchasing equation

Infocard.cc Tip #5



People purchase things based on emotion backed up by logic. Think of the most recent purchases you have made. In my case, I purchased a season of 24. I wanted it just to watch something that was not marketing based. I wanted it.

So, I looked for the best deal, which had little risk and quickly delivered to me. I went to Amazon.com ultimately. I ordered it, and sure enough, it showed up on time, and guess what? I have been enjoying taking breaks from my work to watch an episode or two. It did the trick for my creative spirit.

We always purchase things based on emotion, then backed up by logic. The logical part of my purchase of 24 was price and delivery. I read reviews of Amazon's service gives its clients, like I had to, and some of the reviews about that season of 24. I was sold, and the convenience of a web purchase was just the thing I was looking for.

On a side note, one of the charms of mail order stuff is looking forward to getting the item in the mail, some short time later, kind of like anticipation. This emotional part of the purchase cannot be overlooked either, even though it somewhat contrasts to the "I want it now" society. In either case, you must think of the material you put on the web in these terms.

Move all your thinking into this format for all your marketing and materials.

Another key concept is to start thinking like this. It is one thing to take your existing materials and reformat them; however, it is another to start to think in these terms. Start to look for the emotional part of the purchasing in your sales.



Or if you have no sales yet, look at them in your own life.

This can help to direct your approach to your materials, as seen in your client's eyes. Then look at the logic part of the purchase. For example, look at your daily purchases and see what features you see to dominate your logic: price, guarantee, delivery, or the like.

So put your material in this format.

Ok, now you understand the purchasing equation. Now, what do you do with it? Well, all your material should be put into this format. Almost without exception, all your websites, podcasts, and blogs should mirror this philosophy.

Now, you don't have to overdo it like some TV infomercial or something, but understanding what emotional part of the purchase your product holds for your clients plus the logical part of the buy for your clients is critical.



I hope you enjoyed this business tip...

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