

### What Are Buying Triggers?

- Buying triggers are the psychological, emotional, or practical cues that compel a consumer to make a purchase, whether it's driven by a desire to fulfill a need or want, address a problem or pain point, capitalize on an opportunity, or satisfy an emotional or aspirational goal.
- Buying triggers are specific stimuli or factors that prompt a consumer to make a purchasing decision.
- These triggers can be internal or external and may vary depending on individual preferences, needs, and circumstances.
- The catalysts that motivate someone to take action and buy a product or service.

### Why Are Buying Triggers Important?

- **Understanding Customer Behavior:** Buying triggers provide insights into customer behavior by revealing the factors that influence purchasing decisions. By identifying these triggers, businesses can better understand what motivates their customers to buy and tailor their marketing strategies accordingly.
- **Effective Marketing Strategies:** By knowing the specific stimuli that prompt consumers to make a purchase, businesses can develop more targeted and effective marketing campaigns. This allows them to create messages and offers that resonate with their target audience, increasing the likelihood of conversion.
- **Customer Engagement:** Recognizing and leveraging buying triggers helps businesses engage with their customers more effectively. By addressing customers' needs, wants, and pain points, businesses can establish a stronger connection and build trust with their audience, leading to repeat purchases and brand loyalty.
- **Opportunity Identification:** Buying triggers can also uncover new opportunities for businesses to innovate and expand their product or service offerings. By identifying emerging trends or unmet needs within their target market, businesses can develop new solutions that address these triggers and capture additional market share.
- **Competitive Advantage:** Understanding buying triggers gives businesses a competitive advantage by allowing them to differentiate themselves from competitors. By aligning their offerings with customer needs and preferences, businesses can position themselves as the preferred choice in the market, attracting more customers and driving growth.

### Examples of Buying Triggers

#### Maven Clinic

- Founder: Kate Ryder
- Industry: Digital Health / FemTech
- Primary Buying Triggers: Access to comprehensive, on-demand healthcare for women and families; addressing gaps in traditional healthcare systems; convenience of virtual consultations. [Wikipedia](#)

#### Clue

- Founder: Ida Tin
- Industry: FemTech
- Primary Buying Triggers: Empowerment through understanding one's reproductive health; desire for accurate menstrual and fertility tracking; interest in non-hormonal contraceptive options. [Glamour](#)

#### Sprout Pharmaceuticals

- Founder: Cindy Eckert
- Industry: Pharmaceuticals
- Primary Buying Triggers: Seeking solutions for hypoactive sexual desire disorder; desire for FDA-approved treatments that address women's sexual health needs. [Wikipedia](#)

#### Lush Decor

- Founder: Jenny Jing Zhu
- Industry: Home Decor / Manufacturing
- Primary Buying Triggers: Affordable and stylish home furnishings; desire to personalize living spaces; appeal of unique designs during economic downturns. [Business Insider](#)

#### Parkwood Entertainment

- Founder: Beyoncé Knowles-Carter
- Industry: Entertainment / Media
- Primary Buying Triggers: Exclusive content from a globally recognized artist; high-quality music and visual productions; brand loyalty and cultural influence. [Glamour](#)

#### Bio-Rad Laboratories

- Founder: Alice Schwartz
- Industry: Life Sciences / Manufacturing
- Primary Buying Triggers: Need for reliable laboratory equipment and diagnostics; trust in established scientific brands; commitment to research and innovation. [PitchBook](#)

#### Hertility Health

- Founder: Dr. Helen O'Neill
- Industry: FemTech / Health Diagnostics
- Primary Buying Triggers: Desire for accessible fertility and hormone testing; proactive approach to reproductive health; convenience of at-home diagnostics. [The Times](#)

### PART ONE – EXPLORE THE BUYING TRIGGERS OF YOUR CUSTOMER

In this section, you are invited to explore and list the possible triggers that might bring to light the need of your product or service in the mind of your customer. These are triggers that can help a person identify themselves as a possible customer.

Below is a list of common triggers. Use the list to brainstorm your list of buying triggers on the next page.

A great way to approach this exercise is to set a timer for 15 minutes and see how much research you can collect. When time permits, you can explore trends further.

TIP: Use your favorite AI tool to help you. Ask it questions to help you explore the areas below.

1. **Need or Want Recognition.** The realization of a need or desire for a product or service, often sparked by a problem or unmet need.

*Example: A person realizes they need a new laptop because their old one is slow and unreliable, hindering their productivity. They recognize the need for a faster, more efficient device to meet their work demands.*

2. **Change in Circumstances:** In moments of change, new needs and wants surface, be it buying a new home, getting pregnant, getting divorced, starting a new job, etc.

*Example: A couple discovers they are expecting a baby and realize they need to purchase baby essentials such as a crib, stroller, and baby clothes to prepare for the arrival of their newborn.*

3. **Urgency or Scarcity:** The perception of limited availability or time sensitivity, prompting immediate action to avoid missing out.

*Example: A couple with children is moving to NYC and needs to find a new home fast. Given the very limited supply of 3+ bedroom apartments, they know they will need to choose quickly.*

4. **Fear of Missing Out (FOMO):** FOMO drives impulsive buying decisions to avoid feeling left out or regretful of missing an opportunity.

*Example: A travel agency promotes limited-time discounts on vacation packages, urging customers to book now to avoid missing out on exciting experiences.*

5. **Emotional Appeal:** Emotional factors such as excitement, happiness, fear, or nostalgia that influence purchasing decisions.

*Example: A jewelry company creates a heartwarming advertisement featuring a romantic proposal scene, evoking feelings of love, excitement, and anticipation among viewers and prompting them to consider purchasing an engagement ring.*

6. **Social Proof:** The influence of social validation, recommendations, testimonials, or peer pressure on purchasing behavior.

*Example: A new restaurant gains popularity through positive reviews on social media platforms like Yelp and Instagram, leading to increased foot traffic as diners are influenced by the favorable recommendations and experiences shared by others.*

7. **Value Proposition:** The perceived value or benefits offered by a product or service compared to its cost, leading to a decision to buy.

*Example: A mobile phone manufacturer promotes its latest smartphone model by highlighting its advanced features, such as high-quality camera capabilities, long battery life, and sleek design, emphasizing the value proposition compared to competing devices at a similar price point.*

8. **Convenience and Accessibility:** Factors such as ease of purchase, delivery options, or user-friendly interfaces that facilitate the buying process.

*Example: A grocery delivery service offers a user-friendly mobile app that allows customers to easily browse, select, and purchase groceries from their smartphones, with the added convenience of doorstep delivery within a specified timeframe, saving customers time and effort.*

### 1. Need or Want Recognition

Moments Julie suddenly recognizes a need:

- Pearl bursts into tears trying to tie her shoes.
- Mornings become stressful because tying shoes slows them down.
- Julie feels helpless watching Pearl struggle and wants to make it easier.
- Pearl starts saying "I can't do it," and Julie worries about her confidence.
- Julie wants her daughter to feel capable and proud, not ashamed or behind.
- Julie sees another child at school easily tying their shoes with special laces.
- She realizes Pearl needs a learning tool that boosts confidence—not pressure.

### 2. Change in Circumstances

Life moments that shift priorities:

- Pearl starting Kindergarten where kids are expected to tie their own shoes.
- Growing independence milestones become more important to Julie.
- More playdates and park outings where untied shoes become safety hazards.
- Julie balancing work + parenting feels stretched thin; needs things to be easier.
- Increased visibility of comparison—other kids can tie their shoes.
- Julie feeling pressure to "keep up" with school readiness expectations.

### 3. Urgency or Scarcity

Time-sensitive or high-pressure moments:

- Mornings when they're late and Pearl still can't tie her shoes.
- Pearl's Montessori teacher gently reminding Julie that Pearl should practice.
- School fundraiser deadlines ("order before Friday!").

- Amazon running low on their preferred color.
- Julie needing a quick, effective solution before Pearl's confidence dips further.

#### 4. Fear of Missing Out (FOMO)

Comparison-driven triggers:

- Seeing a child at pickup proudly tie their shoes with Savvy Kids laces.
- Hearing other moms say "these laces changed everything."
- Watching influencers show how fun and easy the laces are.
- Parent Ambassadors hosting little "Try-On & Tie" events.
- Schools adopting them for Kindergartners and Julie wanting Pearl included.

#### 5. Emotional Appeal

Powerful positive or negative feelings that drive action:

- Relief at the idea of less morning stress.
- Hope that Pearl can feel proud and independent.
- Tenderness watching her child struggle.
- Fear of Pearl feeling left behind or believing she's "not good at things."
- Joy imagining Pearl tying her shoes for the first time.
- Pride in supporting emotional resilience.
- Anxiety about disappointing Pearl if nothing changes.

#### 6. Social Proof

Signals of trust or validation:

- Recommendations from other moms at school.
- Loved by Montessori teachers (authority validation).
- Videos of kids happily tying shoes for the first time.
- Great Amazon reviews.
- Schools using them as fundraisers (built-in credibility).
- The instructional videos that show real kids succeeding.

#### 7. Value Proposition

When the benefits feel bigger than the price:

- Only \$10 per pair—a low-risk, high-reward purchase.
- Works faster than traditional teaching methods.

- Wider laces = easier for small hands to grasp.
- Color-coded = reduces cognitive load and frustration.
- Improves child's confidence and independence.
- Fun, joyful learning vs. pressure-filled practice.
- Great as gifts for other kids → practical + thoughtful.

### 8. Convenience & Accessibility

#### Ease-based triggers:

- Available on Amazon Prime → fast delivery.
- Website is easy to navigate.
- Clear videos make learning simple.
- Many color/style options → personalization.
- Quick checkout process ("They use Apple Pay!").
- Great support (help videos + phone line).
- Works for daily life, school, and on-the-go.

### PART TWO – IDENTIFY CORE TRIGGERS

Identify the 3-5 buying triggers you plan to focus your marketing efforts over the next 12-24 months.

1. Emotional relief from frustration and morning stress

Julie feels overwhelmed by daily struggles and wants mornings to be calm, not chaotic.

2. Desire to build Pearl's confidence and independence

Julie wants Pearl to feel proud, capable, and resilient — not discouraged.

3. Seeing other kids succeed with the laces (social proof + FOMO)

Watching another child effortlessly tie shoes triggers immediate curiosity and hope.

4. Low-risk, high-value investment ("\$10 to end tears? Yes.")

Affordable, high-impact, and instantly useful.

5. Fast, convenient solution that fits into real life

Available immediately, easy checkout, video guidance — no extra work for mom.

***Congratulations on mapping Buying Triggers! Be sure to add your top 1-3 to your [4-Page Growth Plan™!](#)***