



A Force for Good

Crack Your Customer Code!

Reveal the hidden triggers that fuel growth using the *Buying Triggers Mapper™*

Buying Triggers Mapper™



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 to the relief 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 list 10 items for 10 minutes and see how that supports your new mission. When time permits, please explore these further.

For each your triggers list help you. Ask 4 questions to help you explore the ways below:

1. **Need or Pain Recognition:** The realization of a need or desire for a product or service, often triggered by a problem or current 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:** Transitions of change, new needs and wants surface, leading to 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 or quick decision making.

Example: A coupon with a limited time offer is shared on social media, creating a sense of urgency. Customers who see the coupon are motivated to act quickly before it expires.

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 a perfect getaway.

5. **Emotional Appeal:** Emotional factors such as excitement, happiness, love, or nostalgia drive impulsive purchasing decisions.

Example: A jewelry company creates a heartwarming advertisement featuring a formally engaged couple, evoking feelings of love, commitment, 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 positive recommendations and experiences shared by others.

Page 1

www.aforceforgood.com

© 2024 A Force for Good. All rights reserved.

Buying Triggers Mapper™



1. **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 or a newer price point.

2. **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.

List of Buying Triggers:

Page 2

www.aforceforgood.com

© 2024 A Force for Good. All rights reserved.

Buying Triggers Mapper™



PART TWO - IDENTIFY CORE TRIGGERS

Identify the 3-5 buying triggers present in these past marketing efforts over the last 12-24 months:

Congratulations on mapping Buying Triggers! Be sure to add your top 3-5 to your [Buying Triggers Map](#).

Page 3

www.aforceforgood.com

© 2024 A Force for Good. All rights reserved.



Ask Yourself

- Have you paused to consider the exact moment when your ideal customer is most ready to receive what you offer?
- Do you truly understand what inspires your best customers to take action—or are you still piecing it together?
- Have you ever sensed that your message is close—but not quite reaching the heart of your customer?
- What might become possible if your company showed up—consistently and compassionately—right when your customers need you most?

Receive free weekly tools: aforceforgood.biz/weekly-tool



What are Buying Triggers?

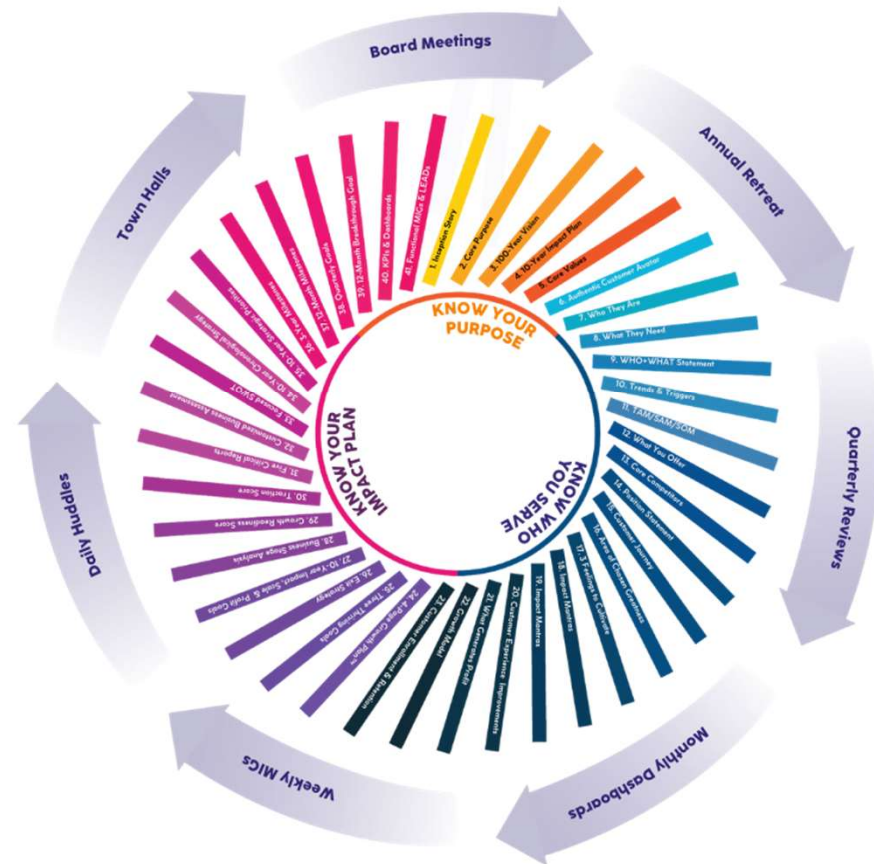
**Internal or external cues
—*psychological, emotional, or practical*—
that prompt a customer to make a purchase.**

**Selling becomes sacred when it's
grounded in service to *her* timing,
not pressure for *yours*.**

A FORCE FOR GOOD Today's Focus

Receive free weekly tools: aforceforgood.biz/weekly-tool

- Core Growth Element: **Buying Triggers**
- Today's Tool: **Buying Triggers Mapper™**
- Workshop Goals:
 1. Use the **Buying Triggers Mapper™**
 2. Define Three Buying Triggers
 3. Identify one High-Leverage Habit and one High-Potency Action.
- *Download the Buying Triggers Mapper™ now!*





Why You Need Buying Triggers?

Receive free weekly tools: aforceforgood.biz/weekly-tool

- You can't scale a company if you don't know what *moves* your customers.
- Knowing your Buying Triggers means:
 - More effective marketing
 - Higher conversion rates
 - Greater alignment across product, sales, and service
 - Real customer empathy that builds brand love

*When your message meets
your customer's moment,
magic happens!*



Buying Triggers Examples

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

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

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

Leda Health

Founder: Madison Campbell

Industry: Legal Tech

Primary Buying Triggers:

- Need for accessible sexual assault evidence collection
- Empowerment through self-administered kits
- Bridging gaps in traditional reporting systems



3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- 4-Page Growth Plan™ – In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- *Know Who You Serve*
- This section defines your customer – it inspires this Core Growth Element:
 - **Buying Triggers**
- Inspires everything on the 4-Page Growth Plan™.

FFG 4-Page Growth Plan™ (4PGP)
A living, breathing reminder of what is most important for growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE.

Total Available Market	Serviceable Addressable Market	Serviceable Obtainable Market

Authentic Customer's Offering

Who They Are	What They Need	WHO+WHAT STATEMENT	Why – Trend & Triggers

What You Offer

Core Competitors	Position Statement	Chosen Area

3 Feelings to Cultivate

Impact Mantras	3 Customer Experience Improvements

www.aforceforgood.biz Page 1 © 2023 A Force for Good LLC | All rights reserved.



Buying Triggers Mapper™

Receive free weekly tools:
aforceforgood.biz/weekly-tool

Discover moments of urgent need

Decode your customer's
emotional and situational cues

Align messaging, sales, and
offers with those moments



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer

1. **Need or Want Recognition.**
2. **Change in Circumstances.**
3. **Urgency or Scarcity.**
4. **Fear of Missing Out (FOMO).**
5. **Emotional Appeal.**
6. **Social Proof.**
7. **Value Proposition.**
8. **Convenience and Accessibility.**

Let's walk through each of these.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition.** The realization i sparked by a problem or unmet need.

Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.

2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce

Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby c

3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.

Example: A couple with children is moving to very limited supply of 3+ bedroom apartment

4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.

Example: A travel agency promotes limited-cu customers to book now to avoid missing out

5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.

Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e

6. **Social Proof:** The influence of social validati on purchasing behavior.

Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore Buying Triggers of Your Customer, cntd.

Need or Want Recognition.

When people realize something in their life isn't working as well as it could—and they begin looking for a better way.

- **Example 1:** A working parent reflects on their daily routine and realizes how often dinner feels rushed or skipped. They start exploring meal delivery options that could help them nourish their family without added stress.
- **Example 2:** A small business owner notices that juggling multiple productivity tools is creating more friction than flow. They're curious if an integrated platform could help them reclaim time and stay more focused.
- **Example 3:** A homeowner becomes aware of a persistent musty smell in the basement and realizes it may be a sign of moisture buildup. They begin researching ways to create a healthier home environment.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.
Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.
2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce
Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby i
3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.
Example: A couple with children is moving to very limited supply of 3+ bedroom apt/mr
4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.
Example: A travel agency promotes limited-cu customers to book now to avoid missing out
5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.
Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e
6. **Social Proof:** The influence of social validati on purchasing behavior.
Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore Buying Triggers of Your Customer, cntd.

Change of Circumstances.

Life shifts—big or small—often prompt people to reevaluate what they need in order to thrive in a new chapter.

- **Example 1:** After receiving a promotion, someone feels called to step more fully into their leadership role. They begin to explore clothing that aligns with how they want to show up—confident, grounded, and authentic.
- **Example 2:** A family that recently relocated to a quieter, more rural community realizes that one car no longer fits their daily routines. They begin looking for a second vehicle that fits their budget and lifestyle.
- **Example 3:** A newly retired couple feels excited to explore more of the world. As they plan their first extended trip, they begin searching for long-stay travel solutions that feel both adventurous and comfortable.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.

Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.

2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce

Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby i

3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.

Example: A couple with children is moving to very limited supply of 3+ bedroom apartment

4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.

Example: A travel agency promotes limited-cu customers to book now to avoid missing out

5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.

Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e

6. **Social Proof:** The influence of social validati on purchasing behavior.

Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer, cntd. Urgency or Scarcity.

Sometimes people move quickly not out of pressure, but because the opportunity genuinely aligns with what they need—right now.

- **Example 1:** A loyal customer receives an email about a special, short-term sale on products they already love. They decide to restock now to make the most of the offer while it's available.
- **Example 2:** A founder exploring new tools for their team learns that a software they're considering is offering onboarding support for those who sign up before month-end. They decide it's the right moment to move forward.
- **Example 3:** A couple searching for a meaningful getaway finds a small eco-lodge with only one room left for their anniversary weekend. It feels like the right time and place to reconnect.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.

Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.

2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce

Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby i

3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.

Example: A couple with children is moving to vey limited supply of 3+ bedroom apartment

4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.

Example: A travel agency promotes limited-cu customers to book now to avoid missing out

5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.

Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e

6. **Social Proof:** The influence of social validati on purchasing behavior.

Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Buying Triggers Mapper™



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.



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer, cntd. Fear of Missing Out (FOMO).

Rather than fear, we invite a sense of possibility: seeing others have meaningful experiences often inspires people to explore those possibilities for themselves.

- Example 1: A person notices their friends talking about how much a mindfulness app has helped them feel more grounded. Intrigued, they decide to give it a try and see if it could support them too.
- Example 2: A woman notices a group of peers sharing how a local fitness studio has helped them feel stronger and more energized. She considers joining, curious whether it might help her feel more vibrant as well.
- Example 3: A business owner hears trusted peers talk about a mastermind that's helped them grow with more clarity and intention. She explores whether it could be a supportive next step in her own leadership journey.

Buying Triggers Mapper™

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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.
Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.
2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce
Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby c
3. **Urgency or Scarcity:** The perception of limits immediate action to avoid missing out.
Example: A couple with children is moving to very limited supply of 3+ bedroom apartmer
4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.
Example: A travel agency promotes limited-cu customers to book now to avoid missing out
5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.
Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e
6. **Social Proof:** The influence of social validati on purchasing behavior.
Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Buying Triggers Mapper™

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.

List of buying triggers...

Page 3

Page 4

www.aforceforgood.io | © 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer, cntd.

Emotional Appeal.

When messages resonate emotionally, it's often because they reflect something deeply human: love, belonging, meaning, joy.

- **Example 1:** A pet owner sees a story about the bond between a dog and its human companion and is reminded of their own. It inspires them to invest in products that support their pet's well-being.
- **Example 2:** A holiday brand creates a short film that evokes warm memories of family gatherings. It reminds viewers of what matters most—and inspires them to create meaningful moments of their own.
- **Example 3:** A nonprofit shares a story about how one donation made a real difference in a child's life. It resonates with those who believe in community and want their contributions to create real, lasting impact

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.
Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.

2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce
Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby c

3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.
Example: A couple with children is moving to v very limited supply of 3+ bedroom apartment

4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.
Example: A travel agency promotes limited-cu customers to book now to avoid missing out

5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.
Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e

6. **Social Proof:** The influence of social validati on purchasing behavior.
Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer, cntd.

Social Proof.

We are relational beings. When others share stories of what's working for them, it often helps us discover what might work for us too.

- **Example 1:** A person hears a podcast interview with someone they admire, who shares how a certain wellness practice has transformed their daily life. Curious, they begin exploring it themselves.
- **Example 2:** A company features case studies of real customers—people who faced similar challenges and found meaningful solutions. It helps others see themselves in the story and feel more confident in taking the next step.
- **Example 3:** A professional looking for the right course to grow her skills finds a community of alumni who share openly about their experience. Their stories help her feel that she'll be supported and seen.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.
Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.
2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce
Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby c
3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.
Example: A couple with children is moving to v very limited supply of 3+ bedroom apartment
4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.
Example: A travel agency promotes limited-cu customers to book now to avoid missing out
5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.
Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e
6. **Social Proof:** The influence of social validati on purchasing behavior.
Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer, cntd.

Value Proposition.

When people understand and believe that what they're getting truly meets or exceeds what they're giving—whether that's time, energy, or money—they are far more likely to buy with confidence..

- **Example 1:** A founder chooses a project management platform after comparing several options. One stands out by offering not only strong features, but also a personal onboarding experience and better support—all at a similar price. They feel the value justifies the investment..
- **Example 2:** A parent exploring summer camps for their child chooses one that emphasizes small group sizes, expert staff, and personalized enrichment—at a cost that feels worthwhile for the peace of mind and quality of care provide.
- **Example 3:** A wellness brand offers a monthly subscription box that includes premium supplements, guided meditations, and access to a supportive community. Customers feel the package delivers value across multiple dimensions—physical, emotional, and relational.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.
Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.
2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce
Example: A couple discovers they are expecti essentials such as a crib, stroller, and baby i
3. **Urgency or Scarcity:** The perception of limits immediate action to avoid missing out.
Example: A couple with children is moving to very limited supply of 3+ bedroom apartment
4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.
Example: A travel agency promotes limited-cu customers to book now to avoid missing out
5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.
Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e
6. **Social Proof:** The influence of social validati on purchasing behavior.
Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 1 – Explore the Buying Triggers of Your Customer, cntd.

Convenience and Accessibility.

Ease often makes the difference. When a product or service removes friction from someone's life—or makes something previously complicated feel simple and accessible—they're far more likely to engage.

- **Example 1:** A mental health app allows users to book therapy sessions with licensed professionals, access tools, and track their mood—all from their phone. The simplicity of starting care encourages more people to seek support.
- **Example 2:** A local farm launches an online CSA subscription with home delivery and easy online sign-up. Customers who love fresh, seasonal food now find it easier to access—no weekly farmer's market trip required.
- **Example 3:** A clothing brand introduces a virtual try-on tool and free return shipping. Shoppers who were hesitant about fit or sizing now feel empowered to make a confident purchase from the comfort of home.

Buying Triggers Mapper™



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 page.

A great way to approach this exercise is to set you can collect. When time permits, you can e TIP: Use your favorite AI tool to help you. Ask

1. **Need or Want Recognition:** The realization i sparked by a problem or unmet need.
Example: A person realizes they need a new hindering their productivity. They recognize i their work demands.

2. **Change in Circumstances:** In moments of d new home, getting pregnant, getting divorce
Example: A couple discovers they are expect essentials such as a crib, stroller, and baby c

3. **Urgency or Scarcity:** The perception of limit immediate action to avoid missing out.
Example: A couple with children is moving to very limited supply of 3+ bedroom apartment

4. **Fear of Missing Out (FOMO):** FOMO drives ir regretful of missing an opportunity.
Example: A travel agency promotes limited-c customers to book now to avoid missing out

5. **Emotional Appeal:** Emotional factors such a influence purchasing decisions.
Example: A jewelry company creates a hear proposal scene, evoking feelings of love, exc prompting them to consider purchasing an e

6. **Social Proof:** The influence of social validati on purchasing behavior.
Example: A new restaurant gains popularity like Yelp and Instagram, leading to increase recommendations and experiences shared b

Page 3

Buying Triggers Mapper™



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.

List of buying triggers...

Page 4

www.aforceforgood.org

© 2023 A Force for Good | All Rights Reserved



Buying Triggers Mapper™

Part 2 – Identify Three Core Buying Triggers

Select three Buying Triggers.

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

*A Buying Trigger is more than a signal—
it's a sacred invitation to serve.*

Buying Triggers Mapper™



PART TWO – IDENTIFY CORE TRIGGERS

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

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



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

- You discovered the real moments when your customers are most open to receiving support.
- You brought fresh clarity to how and where your message meets their lives.
- You aligned your team around what truly moves people—not just what sells.
- You deepened empathy for the human experience behind every purchase.
- You named a growth lever that can scale your business with more ease, trust, and freedom.

*Your deepest impact begins the moment you honor what they're feeling—
not just what they're buying.*



Update Your 4-Page Growth Plan

Insert Who They Are, What They Need, and
Buying Triggers



Receive free weekly tools: aforceforgood.biz/weekly-tool

FFG 4-Page Growth Plan™ (4PGP)
A living, breathing reminder of what is most important for growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE.

Total Available Market	Serviceable Addressable Market	Serviceable Obtainable Market

Authentic Customer + Offering

Who They Are	What They Need	WHO+WHAT Story	Why – Trend & Triggers
What You Offer	Core Competitors	Position Statement	Greatness
3 Feelings to Cultivate	Impact Mantras	3 Customer Experience Improvements	

www.aforceforgood.biz Page 1 © 2023 A Force for Good LLC | All rights reserved.



High-Leverage Habits

- What Are High-Leverage Habits? Habits that, when repeated, guarantee forward momentum.
- What weekly or monthly habit would keep Buying Triggers visible?
 - Weekly review of Buying Triggers in your weekly team meeting – *add it to the agenda*
 - Monthly audit of marketing assets to align with triggers – *book a monthly repeating meeting*
 - Create a customer story database aligned to triggers – *add to the agenda of monthly Town Hall scheduled for the next 12 months*
 - Quarterly customer interview focused on triggers – *assign it to someone and add it to your Monthly Dashboard Meeting*

*When you show up at the exact moment of their need,
your business becomes an answer to a prayer.*

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- What is a High-Potency Action? – A potent, one-time action that causes a leap forward
- What is an action you can commit to this week to put to use your three Buying Triggers?
 - Rewrite your homepage with top trigger language
 - Develop one campaign for each of your triggers
 - Train your sales team on recognizing trigger cues
 - Interview 3 customers to validate your list
 - Record a team video describing your 3 triggers

Choose one
**HIGH-POTENCY
ACTION**
you will take this
week.

*Timing isn't just tactical.
It's transformational.*



What We Did Today ✨

- Defined one Core Growth Element: **Buying Triggers**
- Learned how to use the Buying Triggers Mapper™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

You did something powerful today.

You made it easier for your best customers to find you—and say YES.



A FORCE FOR
GOOD

The Book

- Learn more about the Buying Triggers and Buying Triggers Mapper™ in Chapter 6
- Purchase the book and gain access to receive the Force for Good ToolKit™.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

aforceforgood.biz/weekly-tool



Thank you!

Free FFG Tool of the Week:
aforceforgood.biz/weekly-tool