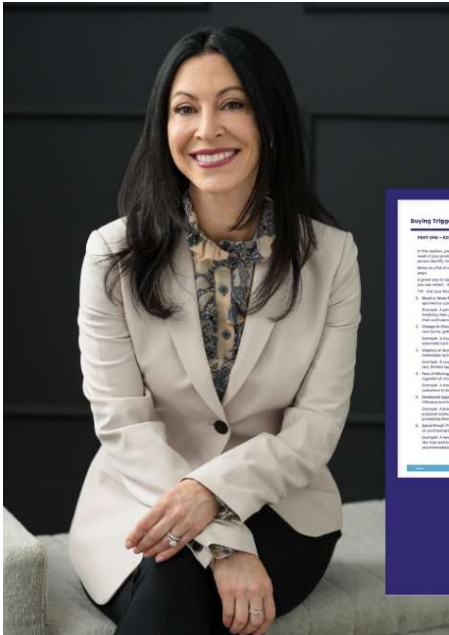




## Masterclass Summarized Transcript



 A Force for Good
 

### Crack Your Customer Code!

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



## Crack Your Customer Code:

### Reveal the Hidden Triggers that Fuel Growth with the Buying Triggers Mapper™

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## Opening & Welcome

Hello and welcome. I am so honored to be with you today.

I'm Coco Sellman—five-time founder, impact investor, and creator of the Force for Good System™—and this is a masterclass designed to deepen the way you understand and serve your customers.

Today we're focusing on **Buying Triggers**—the hidden emotional, psychological, and practical cues that move your ideal customer toward a purchase.

Before we dive in, connect with your heart and ask yourself:

- *Have I paused to consider the exact moment when my ideal customer is most ready to receive what I offer?*
- *Do I truly understand what inspires my best customers to take action?*
- *Has my message felt close—but not quite reaching her heart?*
- *What might become possible if my company showed up consistently and compassionately in the moments she needs us most?*

Those are the questions this masterclass will answer.

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## SECTION 1 — What Buying Triggers Are & Why They Matter

(Aligned with Slides 3–5)

### What Are Buying Triggers?

**Buying Triggers** are the internal or external cues—*psychological, emotional, or practical*—that prompt a customer to make a purchase.

These are the moments when a customer says:

*“I need something. I’m ready. I’m searching for help.”*

When you understand these moments, selling becomes sacred—because it becomes grounded in **service to her timing**, not pressure for yours.

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## Why Buying Triggers Matter

As shown on **Slide 5**, you cannot scale a purpose-led company if you do not know what moves your customers.

Understanding your customers’ Buying Triggers leads to:

- **More effective marketing**
- **Higher conversion rates**
- **Greater alignment across product, sales, and service**
- **Brand love born from empathy + understanding**

**Pull Quote:**

*When your message meets your customer’s moment, magic happens.*

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## SECTION 2 — Buying Trigger Examples

*(Aligned with Slide 6)*

To ground this concept, here are a few companies and their primary Buying Triggers:

### Clue (FemTech)

**Founder:** Ida Tin

**Triggers:**

- Empowerment through understanding one’s reproductive health
- Accurate menstrual and fertility tracking
- Interest in non-hormonal contraceptive options

### Sprout Pharmaceuticals (Pharma)

**Founder:** Cindy Eckert

**Triggers:**

- Solutions for hypoactive sexual desire disorder
- FDA-approved options supporting women's sexual health needs

**Lush Decor (Home Decor)**

**Founder:** Jenny Jing Zhu

**Triggers:**

- Stylish home furnishings at affordable price points
- Personalizing living spaces
- Unique designs during economic downturns

**Leda Health (Legal Tech)**

**Founder:** Madison Campbell

**Triggers:**

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

Pause and notice the range—physical, emotional, functional, and deeply human.

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## **SECTION 3 — Where Buying Triggers Fit in the Force for Good System™**

*(Aligned with Slides 7–8)*

Buying Triggers live on **Page 1 of the 4-Page Growth Plan™**, in the section called **Know Who You Serve**.

This section includes:

- Who They Are

- What They Need
- **Macro Trends + Buying Triggers** ← *today's focus*

Your Buying Triggers help explain:

**WHY your customers buy when they buy.**

They inspire everything else in your growth plan—your messaging, product decisions, experience design, campaigns, and customer journey.

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## SECTION 4 — Introducing the Buying Triggers Mapper™

(Aligned with Slides 8–9)

The **Buying Triggers Mapper™** helps you:

1. **Discover moments of urgent customer need**
2. **Decode emotional + situational cues**
3. **Align your messaging and offers to those moments**

You'll use this tool to identify **three core Buying Triggers** and choose:

- One **High-Leverage Habit**
- One **High-Potency Action**

These two actions ensure this work turns into momentum—not theory.

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## SECTION 5 — Part 1: Explore the Eight Types of Buying Triggers

(Aligned with Slides 10–17)

There are **eight types** of Buying Triggers.

You'll brainstorm all eight before selecting your top three.

Let's walk through each one with examples.

## 1. Need or Want Recognition

When someone realizes something in their life *isn't working as well as it could*.

Examples (*Slide 10*):

- A working parent notices dinner is often rushed or skipped → searches for meal delivery.
- A small business owner overwhelmed by multiple tools → explores integrated platforms.
- A homeowner notices a musty smell → researches healthier home solutions.

### Breakout Prompt:

*What is the exact moment your customer realizes “I can’t keep doing it this way”?*

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## 2. Change of Circumstances

Life shifts prompt reevaluation.

Examples (*Slide 11*):

- A promotion → exploring leadership-aligned wardrobe
- A family moves to a rural community → needs a second car
- A retired couple starts planning long-stay travel

### Pause to Reflect:

What life transitions make your customer newly ready?

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## 3. Urgency or Scarcity

Not manipulation—alignment with genuine timing.

Examples (*Slide 12*):

- Short-term sale on products they already love
- Software offering onboarding support before month-end

- Eco-lodge with one room left for anniversary weekend

Use this to help them act in alignment with genuine needs.

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## 4. Fear of Missing Out (FOMO)

Reframed as **inviting possibility**, not exploiting fear.

Examples (Slide 13):

- Friends praising a mindfulness app → someone tries it
- Peers loving a fitness studio → woman explores joining
- Founder hears peers rave about a mastermind → she investigates it

### Slide Callout:

*Seeing others thrive helps someone imagine themselves thriving.*

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## 5. Emotional Appeal

Buying is deeply human. Your message must touch real feelings.

Examples (Slide 14):

- Pet owner moved by a story → invests in pet wellness
- Holiday film evokes warm family memories → sparks purchases
- Nonprofit shows story of impact → inspires giving

### Breakout Prompt:

*What emotion does your customer want to feel? Relief? Joy? Belonging? Hope?*

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## 6. Social Proof

We are relational. We look for signs that what worked for others may work for us.

Examples (Slide 15):

- Podcast interview inspires someone to try a wellness approach
- Case studies help customers see themselves in the story
- Alumni community helps a woman feel supported choosing a course

## **Sliding Insight:**

Your customers want to see themselves in your stories.

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## **7. Value Proposition**

When the perceived value exceeds the cost—time, money, energy.

Examples (*Slide 16*):

- Platform with strong features + personal onboarding
- Summer camp offering expert staff + enrichment
- Wellness subscription with supplements, meditations, and community

A great value proposition answers:

**“Is this worth it—for me?”**

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## **8. Convenience and Accessibility**

Ease often determines action.

Examples (*Slide 17*):

- Mental health app with simple booking + tracking
- CSA box delivered to the door
- Virtual try-on tools removing hesitation

## **Breakout Prompt:**

How could you remove friction at every stage of your customer’s experience?

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## SECTION 6 — Part 2: Identify Your Three Core Buying Triggers

(Aligned with Slide 18)

Now that you've explored all eight categories, select:

### Your 3 Core Buying Triggers

These will be the 3–5 triggers you focus your marketing and messaging on for the next 12–24 months.

#### Pull Quote:

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

Choose the triggers that are:

- Most emotionally resonant
- Most common
- Most profitable
- Most aligned with your purpose
- Most transformative for your customer

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## SECTION 7 — Pause to Acknowledge Wisdom

(Aligned with Slide 19)

You just unlocked:

- **New clarity** about when your customer is most open to receiving support
- **Fresh insight** into how and where your message meets her life
- An aligned team focused on what truly moves people
- **Empathy** for the human experience behind every purchase
- A growth lever that brings **ease, trust, and freedom**

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

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## SECTION 8 — Update Your 4-Page Growth Plan™

*(Aligned with Slide 20)*

Add your Buying Triggers to:

**Page 1 → Trends & Triggers (Why They Buy)**

Include:

- Macro Trends
- Buying Triggers
- Who They Are
- What They Need

This becomes part of your weekly meeting rhythm.

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## SECTION 9 — High-Leverage Habits

*(Aligned with Slide 21)*

High-Leverage Habits create guaranteed forward momentum.

Choose one habit to start this week:

- Weekly review of Buying Triggers in your team meeting
- Monthly audit of marketing assets to align messaging with triggers
- Monthly customer story database reflecting each trigger
- Quarterly customer interviews focused on triggers

**Pull Quote:**

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

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## SECTION 10 — Identify One High-Potency Action

*(Aligned with Slide 22)*

A **High-Potency Action** is a single, powerful step that propels you forward.

Choose one to complete this week:

- Rewrite your homepage using top trigger language
- Develop a campaign for one trigger
- Train your sales team to recognize triggers
- Interview three customers to validate your list
- Record a short video teaching your three triggers

**Insight:**

*Timing isn't only tactical—it's transformational.*

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## SECTION 11 — What We Did Today

*(Aligned with Slide 23)*

Today, you:

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

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

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## SECTION 12 — Next Steps & Closing

(Aligned with Slides 24–27)

You can go deeper:

- **Get the book:** [aforceforgood.biz/book](https://aforceforgood.biz/book)
- **Receive weekly tools:** [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)

Thank you for this opportunity to serve and support you.

Connect your heart and soul.

Use Buying Triggers to grow your company with more ease, alignment, and joy.

*The world is made better by women-led businesses.*

*Let's go make the world better—through business.*