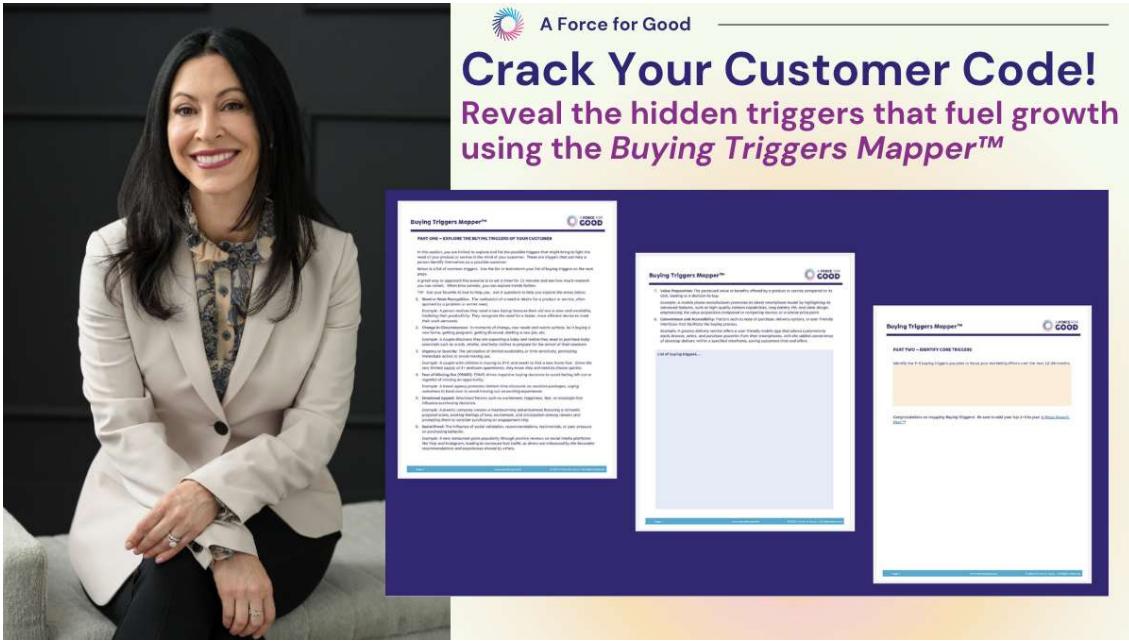


Masterclass Summarized Transcript



Crack Your Customer Code!
Reveal the hidden triggers that fuel growth
using the *Buying Triggers Mapper™*

The Buying Triggers Mapper™ is a powerful tool designed to help you identify the hidden triggers that fuel customer growth. It consists of three main parts:

- Part One - Explore the Buying Triggers of Your Customers:** This section includes a worksheet and a video. The worksheet guides you through identifying the 5-10 most common triggers for your customers. The video provides a step-by-step guide on how to use the worksheet effectively.
- Part Two - Identify Core Triggers:** This section includes a worksheet and a video. The worksheet helps you identify the 3-5 core triggers that drive most of your sales. The video provides a step-by-step guide on how to use the worksheet effectively.
- Part Three - Create a Plan:** This section includes a worksheet and a video. The worksheet helps you create a strategic plan for leveraging your core triggers to fuel growth. The video provides a step-by-step guide on how to use the worksheet effectively.

Crack Your Customer Code: Reveal the Hidden Triggers that Fuel Growth with the Buying Triggers Mapper™

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.

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.

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.

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.

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.

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.

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”?

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?

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.

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.

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?

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.

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?”

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?

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

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.

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.

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.

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.

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.

SECTION 12 — Next Steps & Closing

(Aligned with Slides 24–27)

You can go deeper:

- **Get the book:** aforceforgood.biz/book
- **Receive weekly tools:** 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.