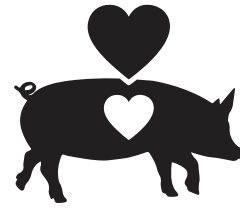


# Purchase Factors!

If people need and want your product but have multiple sources, there are basically seven reasons that they will choose you. Use this form to help establish the motivational strategies that will get people to buy your product or service. **GENERAL** refers to your industry or ANYONE offering your Product or Service and **SPECIFIC** refers to YOUR specific offering. Start with selling them on the idea of anything like your product then explain why your offering is the right choice.



**WHAT'S YOUR  
BACON?**  
**MASTER HAPPINESS**

## **F - Fondness**

**General**

**Specific**

## **A - Authority**

**General**

**Specific**

## **C - Consistency**

**General**

**Specific**

## **T - Testimonials**

**General**

**Specific**

## **O - Obsession**

**General**

**Specific**

## **R - Reciprocation**

**General**

**Specific**

## **S - Scarcity**

**General**

**Specific**