



The Buyer Signal Checklist

How to Spot Emotionally Aligned, Ready-to-Buy Clients

(Using Your Intuition + Psychology)

Inspired by the PersonaMarketing™ Method by Heather Gifford-Jenkins

Quick Start:

1. Read Part One if you're a coach, consultant, or creative.
2. Read Part Two if you're a product-based or brick-and-mortar business.
3. Highlight 3 signals you've *seen this week* - then choose one to act on. Buyer awareness starts here.

WHY THIS MATTERS

Most traditional buyer signals focus on logic - price objections, urgency, or whether someone has "decision-making power." But real buying decisions are rarely logical. They're emotional, intuitive, and deeply human.

Whether you sell transformation (like coaching or consulting) or tangible goods (like candles, fashion, or wellness experiences), your best buyers leave subtle emotional clues behind. This checklist helps you notice those signals - so you can stop guessing who's ready to buy, and start recognising the right clients, customers, or guests the moment they show up.

It's not about pushing for a sale. It's about spotting resonance, readiness, and relationships.

PART ONE:

SECTION 1: The 7 Emotional Green Lights

"When you feel it in your gut... trust it."

These are signals that your ideal client is *emotionally primed* to say yes - not just logically considering.

1. **They speak in metaphors or emotional phrases**
→ "It feels like I'm running on a treadmill and getting nowhere."
✓ *Signal: They're subconsciously inviting you into their inner world.*
2. **They talk about timing or a crossroads.**
→ "I feel like this is my moment," or "I can't keep doing this."
✓ *Signal: They're in a state of decision - emotionally open to change.*
3. **They're vulnerable.**
→ They admit fear, shame, confusion, or past failures.
✓ *Signal: Safety is established - and transformation requires vulnerability.*
4. **They reflect your values or worldview back to you.**
→ "I love how you see things," or "That's exactly how I feel too."
✓ *Signal: There's identity-level resonance - this is sacred trust.*

5. **They ask about your *why*, not just your *what*.**
→ "Why did you start doing this work?"
✓ *Signal: They're connecting to your purpose - not just your product.*
6. **They show up early, prepared, or over-deliver in the first touchpoint.**
✓ *Signal: Respect = readiness.*
7. **They mention a past experience that felt like your work (but wasn't).**
→ "I worked with a coach but it never felt deep like this."
✓ *Signal: They know what they don't want - and sense that you're different.*

SECTION 2: The 5 Buyer Red Flags

"When it's a 'meh'... it's a no."

1. **They stay surface-level despite prompts.**
→ You ask about dreams, fears, or motivations - and all you get is tactical answers.
✗ *Signal: They're not emotionally open enough yet.*
2. **They fixate on features, pricing, or comparisons.**
→ "What's your hourly rate?" "How do you compare to X?"
✗ *Signal: They're looking to buy time, not transformation.*
3. **They outsource responsibility.**
→ "I hope this programme finally fixes me/fixes my business..."
✗ *Signal: They're not ready to lead themselves.*
4. **They repeatedly say "I don't know."**
→ Even when you gently prompt with emotion-based questions.
✗ *Signal: Emotional disconnection or resistance.*
5. **They rush you.**
→ "Can you just send me the price?" "I don't have time for a call."
✗ *Signal: Not present = not aligned.*

SECTION 3: Buyer Signal In Real Life

Use this checklist with:

- **DM conversations** → Look for metaphor, emotion, urgency, belief systems
- **Sales calls** → Listen for story patterns, readiness for change

- **Intake forms** → Add questions like:
 - "What have you already tried and why didn't it work?"
 - "What's the emotional cost of staying where you are?"
 - "How do you want to feel when this is solved?"

SECTION 4: What to DO When You Spot the Signal

Invite a deeper conversation – "It sounds like this is something that's been bothering you for a while..."

Reflect their emotion back – "That sounds really heavy. I get why that's exhausting."

Ask for permission to offer – "Would it feel good if I shared something that might help?"

Remember: the right buyer *wants* to be seen this way. This is not manipulation—it's sacred marketing and a genuine position of caring to want to support someone with their current circumstance or problem – this is especially true if you're 100% certain and in integrity that you can help them.

FINAL TIP: Let Your Body Be the Antenna

Your **body knows** when you're talking to the right person. It feels like:

- A sense of calm
- You're smiling without trying
- You're curious, not anxious
- The conversation flows with no script needed

That's resonance. Trust it. It's all about being HUMAN in your sales and marketing.

PART TWO:

Buyer Signals for product-based and brick-and-mortar businesses

If you're a B2C product businesses and in-person brands like:

- Boutiques
- Salons & spas
- Wellness studios
- Cafés & bakeries
- Artisan & handmade goods
- Local fashion/home stores
- Even local service pros (photographers, stylists, etc.)

You will want more *loyalty, connection, and repeat customers*, not just one-off transactions, so in this part of the checklist, these are the buyer signals that will help you recognise the types of customers that are giving off 'buy now' vs 'meh, I'll wait...'

SECTION 5: Buyer Signals for Product + Physical Location Brands

How to Recognise When a Customer is More Than Just a "Browser"

These signals are *emotional and behavioural cues* that show someone isn't just browsing - they're primed for purchase, connection, and brand loyalty.

In-Store or In-Person Buyer Signals:

1. **They engage with your origin story or signage.**
→ "I love that this is all handmade in the UK!" or "Wait, YOU designed this!?"
✓ *Signal: They're emotionally connecting with the why behind the brand.*
2. **They stay longer than necessary.**
→ Linger, touching products gently, asking thoughtful questions.
✓ *Signal: Emotional decision brewing. Invite them to feel seen - not sold to.*
3. **They reference someone else they're shopping for - but talk about themselves.**
→ "This would be great for my friend who's going through a breakup... I mean,

I'd love it too."

✓ *Signal: Soft entry. They're testing emotional safety to buy for themselves.*

4. **They ask "Do you have a loyalty programme/membership/ mailing list?"**

✓ *Signal: They want a relationship, not a one-time purchase.*

5. **They come back without prompting.**

→ "I saw this last week and couldn't stop thinking about it."

✓ *Signal: Identity-level alignment. They're saying: "This is me."*

Online Store Buyer Signals:

1. **They spend more time on story-based or "about the maker" pages.**

✓ *Signal: They're emotionally choosing - not just comparing prices.*

2. **They read product descriptions carefully.**

→ They hover, scroll back up, or click into 2-3 versions.

✓ *Signal: They're imagining themselves owning the product.*

3. **They save to wishlist, cart, or favourites.**

✓ *Signal: Desire is activated. Send that reminder email!*

4. **They follow you on multiple channels (IG + TikTok + Email).**

✓ *Signal: They're connecting with your **brand personality**, not just your stuff.*

5. **They DM or comment with something personal.**

→ "This candle smells like my nan's house - I teared up."

✓ *Signal: You've hit an emotional nerve. Nurture that moment.*

BONUS FOR TEAMS: Train Staff to Spot These Moments

Create a **Signal Notebook** at the till or back office. Ask team members to write down:

- Memorable customer phrases
- Emotional reactions
- Unexpected questions about the brand

This turns your team into an emotional intelligence engine. Over time, you'll have a treasure trove of real-life buyer insights for product development, signage, and marketing.

What to Do If You're NOT Seeing These Signals

These signals are all very well, but what happens if you're not seeing any of these buyer signals in your business?

You may want to consider the following reasons:

- You might be speaking to the wrong audience (surface-level followers).
- You may need to refine your messaging to attract emotionally ready buyers.
- Your offer positioning might need realignment with buyer desires.



Want help decoding what's missing?

- Run your last 10 convos through this checklist and notice patterns.
- Or, if you're not sure where to start - just send me the word 'Checklist' and I'll personally guide you to the best next step for your situation. Just click the 'Contact Me' button on the website: **ThePersonaMethod.Com** and send me a message.