

Why People Buy

Your session worksheet

PART ONE

Before the session

Take 10 minutes before we are live to work through this.

Come with a clear picture of the person you are selling to, and the session will land directly in your own business.

Who are you selling to?

Picture one specific person. Not a demographic, but a real person you have spoken to, worked with, or know well.

Describe them in a few words:

What do they do, and where are they in life right now?

What is their biggest struggle right now?

Not the surface problem, but what is the thing they keep coming back to?
The thing that feels heavy and won't go away.

What do they say when they are exhausted and stuck?

What frustration do they repeat over and over?

What do they really want?

Not just the result, but what does that result actually give them?
What does life feel like when this is finally handled?

What would they say if life was going exactly how they wanted?

What changes in their day-to-day life when this is solved?

PART TWO

During the session

Use this section to take notes as we go.

Each heading is a topic we will cover.

Write down what lands for you.

The real reason people buy

Why sales stall

Emotion and logic

Your offer

The two forces behind every decision

Identity and buying
