

# 10 REASONS WHY PEOPLE BUY ANYTHING



Save time



Avoid pain



Make money



Save money



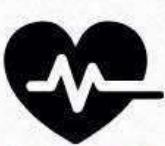
Feel loved



Gain praise



Get Comfort



Improve health



Avoid effort



Increase status

Products that do any of these get sales. Products that don't, simply won't sell as well.

## 5 MARKETING RULES



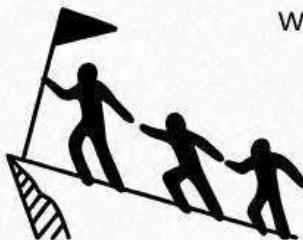
The goal isn't to sell a product—it's to solve a problem.



The best way to sell is to understand what they're already trying to buy.



A great offer doesn't just attract—it removes hesitation.



You don't need a bigger budget. You need a better message.



The key to loyalty isn't discounts—it's delivering on promises.

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