94 People May Care About Time More Than They Care About Money

This seems to be a hot topic lately in the world of marketing. I see a lot about the idea of entrepreneurship and being your own boss. A lot of the benefits that are pointed out have to do with something referred to as “time freedom”. The idea is based off of the notion that being your own boss allows you to a bit easier set up a lifestyle where you don’t have to trade your time for money. Such as when you work for someone else. I can see the appeal to this personally as I have worked for myself and it is nice in the way that I can be a bit more flexible, but in reality, you work more in many ways and if you aren’t doing it right there is no money coming in. Which is different than showing up to work and not having to create work and income. I can see the appeal of setting up passive income streams that would allow for even more flexibility with your time. Even if would mean making less money than working a ton and making more money.

100 People Value A Product More Highly When It Is Physically In Front Of Them

I have to agree with this idea pretty much through and through. It can be incredibly difficult to get the sense of the quality of an item especially when you are purchasing online. Online you have to weed through reviews and trust that people are being honest and able to give you enough information to judge it. When you have a product in your hand it is so much easier to judge if it is quality and will be sufficient enough to solve for its purpose. In the online ecommerce world, there is a large industry that ships cheap items from around the world and they rely on heavy marketing and volume of sales to stay afloat. Many of these items if people could handle in person beforehand, they never would purchase in the first place.