



- TOP -
MOTIVATORS



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



The TOP Motivators That Cause People To Buy

The bottom line is that people will only pay for your services if you're helping them solve a painful and urgent problem that's of great importance to them.

It doesn't matter what we, as practitioners, know that they *need* – they'll only buy if we're addressing what they *want*.

Here are the TOP 10 REASONS that people invest in service professionals:

1. To make money
2. Save money
3. Save time
4. Avoid effort
5. Get more comfort
6. Achieve greater cleanliness
7. Attain fuller health
8. Escape physical pain
9. Gain praise
10. Achieve status

If you look at any successful coach that you know or have heard of, you'll find that the benefits and results they help clients achieve fall into one or more of these categories in some way.

Here's an even more comprehensive list of results you can help your clients with. And many of these can be "drilled down" or made more specific depending on the situation, demographic, target market, etc. that you're working with.



Make money	Gain peace of mind	Be sexier
Be a good parent	Work less	Be more attractive
Be a recognized expert	Be in charge	Find adventure
Enjoy pleasure	Save time	Be seen as a leader
Attract a partner	Be liked	Feel important
Avoid embarrassment	Save money	Avoid physical pain
Overcome obstacles	Be praised and admired	Protect a family's future
Live your purpose	Be independent	Prevent unemployment
Have more energy	Be clean	Gain self-respect
Relieve boredom	Get a better job	Gain prestige
Make work easier	Discover your purpose	Live longer
Be efficient	Get rid of aches/pains	Escape drudgery
Gain knowledge	Avoid effort	Avoid trouble
Avoid emotional pain	Be loved	Avoid criticism
Freedom from worry	Have security in old age	Fulfill a life-long dream
Add fun to your life	Satisfy your appetite	More family time
Avoid pain	Be successful	
Instant gratification	Be strong	
Gain freedom	Be your own boss	