



100 MOTIVATIONS TO BUY

- 1) Get a surprise.
- 2) Be successful.
- 3) Be more comfortable.
- 4) Make work easier.
- 5) Gain prestige.
- 6) Be sociable.
- 7) Be creative.
- 8) Be efficient.
- 9) Safeguard self and family.
- 10) Protect family's future.
- 11) Be good parents.
- 12) Be well liked and loved.
- 13) Appear different from others.
- 14) Gain popularity.
- 15) Add to life's pleasures.
- 16) Express a personality.
- 17) Be in fashion.
- 18) Avoid embarrassment.
- 19) Fulfill fantasies.
- 20) Be up to date.
- 21) Own attractive things.
- 22) Collect valuable possessions.
- 23) Protect or conserve possessions.
- 24) Satisfy ego.
- 25) Be "first."
- 26) Accumulate money.
- 27) Preserve money already accumulated.
- 28) Save time.
- 29) Protect reputation.
- 30) Satisfy appetite.
- 31) Enjoy exotic tastes.
- 32) Live in a clean atmosphere.
- 33) Be strong and healthy.
- 34) Renew vigor and energy.
- 35) Get rid of aches and pains.
- 36) Find new and uncommon things.
- 37) Win others' affection.
- 38) Be more beautiful
- 39) Attract the opposite sex.
- 40) Satisfy sexual desires.
- 41) Bring back "the good old days."
- 42) Be lucky.
- 43) Live longer.
- 44) Feel important.
- 45) Gain knowledge.
- 46) Improve appearance.
- 47) Gain praise from others.
- 48) Be recognized as an authority.
- 49) Enhance leisure.
- 50) Save money.
- 51) Have security in old age.
- 52) Overcome obstacles.
- 53) Do things well.
- 54) Get a better job.
- 55) Be your own boss
- 56) Gain social acceptance.
- 57) "Keep up with the Joneses."
- 58) Appreciate beauty.
- 59) Be proud of possessions.
- 60) Resist domination by others.
- 61) Emulate the admirable.
- 62) Relieve boredom.
- 63) Gain self respect.
- 64) Win acclaim.
- 65) Gain admiration.
- 66) Win advancement.
- 67) Seek adventure.
- 68) Satisfy ambition.
- 69) Be among leaders.
- 70) Gain confidence.
- 71) Escape drudgery.
- 72) Gain freedom from worry.
- 73) Get on the bandwagon.
- 74) Get something for nothing.
- 75) Gain self-assurance.
- 76) Escape shame.
- 77) Avoid effort.
- 78) Get more comfort.
- 79) Gain praise.
- 80) Be popular.
- 81) Have safety in buying something else.
- 82) Take advantage of opportunities.
- 83) Protect reputation.
- 84) Be an individual.
- 85) Avoid criticism.
- 86) Avoid trouble.
- 87) Emulate others.
- 88) One-up others.
- 89) Be in style.
- 90) Increase enjoyment.
- 91) Have or hold beautiful possessions.
- 92) Replace the obsolete.
- 93) Add fun or spice to life.
- 94) Work less.
- 95) Look better.
- 96) Conserve natural resources.
- 97) Protect the environment.
- 98) Avoid shortages.
- 99) Relax.
- 100) Satisfy Curiosity

Dick Hodgson's 100 Motivations for People to Buy

Passionately Obsessed with Our Customer's Success

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