

Evelyn



**THE SECRET THAT
DRAMATICALLY
INCREASES
SALES!**

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The logo features the name 'Evelyn' written in a fluid, black cursive script. The letters are connected, with a long, sweeping tail on the 'y' that extends to the right.

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This Secret Will Make People Want to Buy From You!

To help you grow your business and increase sales, I'm going to teach you the secret to *why* customers buy products or services. As businesswomen, if we don't know the secret behind *why* someone buys what they buy, we'll always struggle to make money.

So what's the secret? Keep reading, because very soon it's going to click for you and you'll be one of the few business owners who knows the secret to 7-figure sales.

People don't buy products or services for no reason. They buy them because they are looking for a *benefit* or to have a need or desire met.

If we don't know what our customers or clients want or need, which problems we are helping them solve, and how their lives will be better after buying our products or services, sales will stagnate and we'll end up in the 95% category of failed businesses.

Extensive research shows there are eight primary and different categories for why humans are motivated. These categories motivate us to take actions, like exercising, eating, self-development or buying. These eight categories offer the clearest understanding for why customers buy what and when they do.

These categories are represented by eight words, each beginning with the letter S. The eight categories are:

1. Survival
2. Safety
3. Social
4. Status
5. Schooling
6. Spirituality
7. Self-Actualization
8. Self-Transcendence

Not only do these eight categories explain why customers buy, these eight S's are the most efficient way of categorizing the real benefits you can offer your clients/customers.

Remember... customers and clients buy benefits.

The eight S's can be matched with Abraham Maslow's hierarchy of human needs. Abraham Maslow was a prominent psychologist who attempted to get to the root of human motivation.

He asked questions like: What motivates people to act? To behave as they do? To make choices? Why are we all motivated by different things? Why is the same person motivated by different things at different times?

He concluded that there are eight different reasons for *why* people become motivated to take action. Applying this understanding to our product development and marketing/advertising can be extremely useful.

Why?

Because when we know what our ideal clients or customers want, we can:

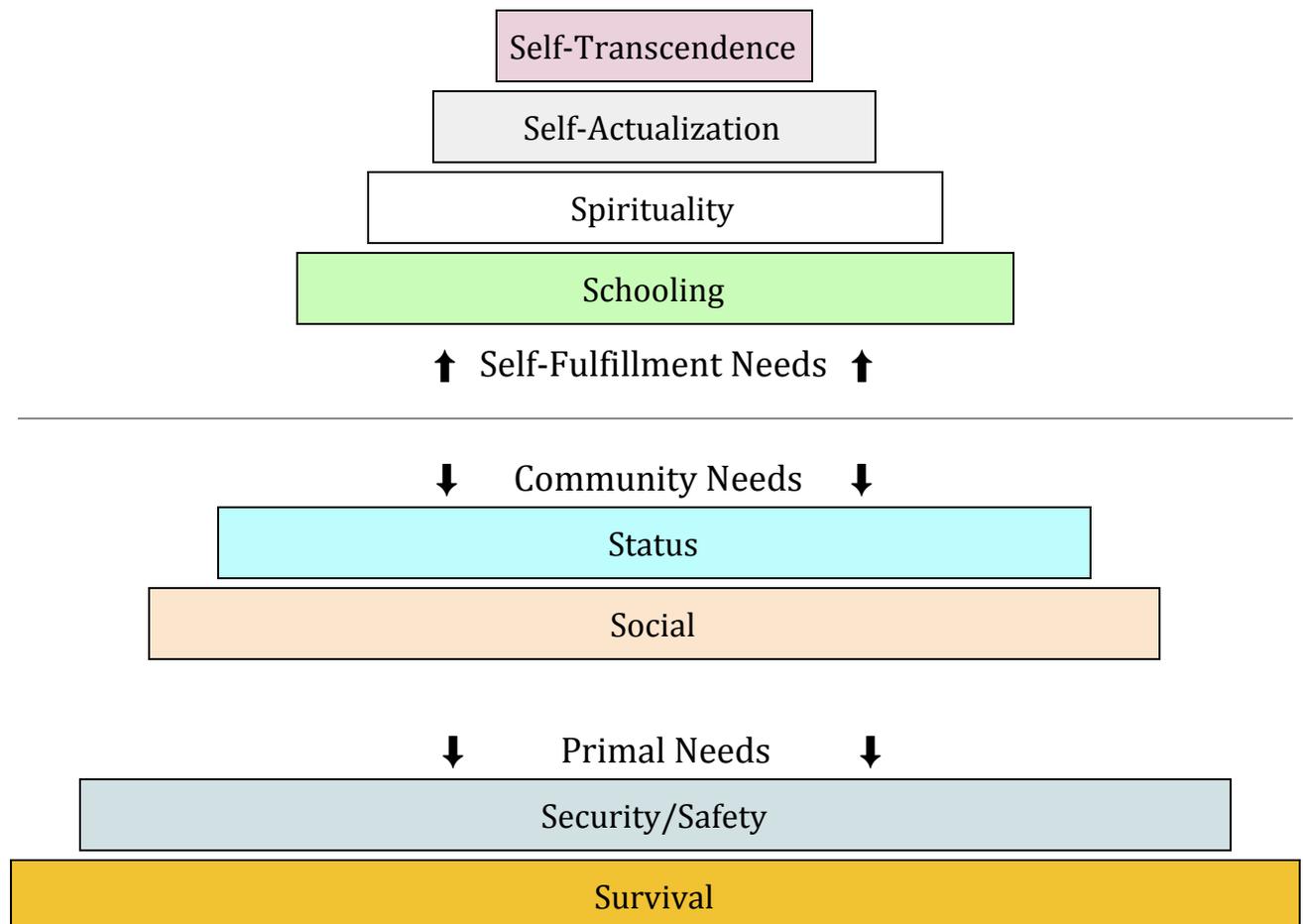
1) Create products and services that are a perfect match to what our ideal clients want/need.

2) We can use the same information to market and advertise it to them.

And that is the Secret: to know their needs so well that they feel compelled to buy from us.

If you can apply the 8 categories I'm about to teach you in your product/service development and in your marketing and advertising, you have mastered the secret few know about, making you all the more alluring to your potential customers. Not only will your sales increase dramatically, your customers and clients will become raving fans.

In this simple grid are the 8 categories:



The 8 categories can be divided into 3 groups:

Group 1: Primal Needs

Group 2: Community Needs

Group 3: Self-Fulfillment Needs

Our ***Primal Needs*** are inborn (hunger, thirst, physical safety, etc.), having evolved over tens of thousands of years and are more physical in nature. They stem from the need to *physically* survive.

Our ***Community Needs*** are more psychological in nature (love, belonging, status, relationships, etc.), and stem from the need to feel mentally and emotionally secure in our community.

It's only when our *Primal and Community Needs* are satisfied that we can focus on our ***Self-Fulfillment Needs*** (Learning, self-development, Spirituality, art, etc.). Conversely, if the things that satisfy our *Primal and Community Needs* are swept away, we are no longer concerned about the maintenance or development of our *Self-Fulfillment Needs*.

Primal and Community Needs spring from necessity. Let's review both.

Primal Needs

The 2 *Primal Needs* spring from our need to *physically* survive. If we don't have them met, we'll experience discomfort, physical pain, or physical suffering. The worst-case scenario is death. Usually, however, if we lack in our *Primal Needs*, they cause anxiety, induce stress, or cause worry. A severe lack in our *Primal Needs*, or even if we just perceive and conclude that there is a lack without there being one, causes us to go into fight-or-flight mode. When we are deprived of one of the *Primal Needs*, we start to feel physically threatened, and will do almost whatever it takes to have the needs met.

Think of a time when you didn't sleep for an entire night or longer. How did you feel? Or perhaps you didn't eat for 10 hours. Most likely, you would go to great lengths to relieve the pain you were experiencing, whether it be exhaustion, emotional discomfort, or hunger.

The *Primal Needs* are very powerful motivators because if we don't have them met, they can wreak havoc in our lives (try not sleeping for five days and see how motivated you are to study for an exam!).

When we lack either of the *Primal Needs*, what motivates us to take action is to find relief from the pain that the lack of that *Primal Need* creates. In short, our motivation to act comes from a place of wanting to escape physical discomfort, pain, suffering, or even death and to feel physically well again. Also, in feeling secure in having our *Primal Needs* met, we are less likely to experience worry, stress, or anxiety, worry.

Community Needs

The 2 *Community Needs* spring from our need to belong to a family/tribe or survive in our community.

If we don't have our *Community Needs* met, we'll experience things like emotional pain, loneliness, a feeling of rejection, heartache, feeling like we don't belong, social anxiety, or any suffering that stems from feeling disconnected from others. The worst-case scenario could be social isolation or even suicide.

Usually, however, if we lack in our *Community Needs*, they cause anxiety, induce stress, or cause worry. A severe lack in our *Community Needs*, or even if we just perceive and conclude that there is a lack without there being one, also causes us to go into fight-or-flight mode. When we are deprived of one of the *Community Needs*, we start to feel emotionally threatened, as in social anxiety, feeling inferior to others (inferiority complex), or experiencing imposter syndrome.

Think of a time when you didn't feel like you fit in. What did that feel like? Or think of the last time you felt like you were a complete outsider and felt like you stuck out like a sore thumb. Or maybe someone shamed you or bullied you as a child or even as an adult. Most likely, you would go to great lengths to relieve the emotional pain you were experiencing, by either avoiding people, places, events, or social situations that caused you that pain.

The *Community Needs* are also very powerful motivators because if we don't have them met, they can cause us a great deal of emotional pain.

When we lack either of the *Community Needs*, what motivates us to take action is to find relief from the emotional pain that the lack of that *Community Need* creates. In short, our motivation to act comes from a place of wanting to escape emotional discomfort, pain, suffering, or even social ostracization and to feel that we belong and are valued and are important. When we feel we have our *Community Needs* met, we are less likely to experience worry, stress, or anxiety, worry.

Within the *Primal and Community Needs* categories, generally (although not always) each lower need has to be met first before moving to the next higher level. Once each of these *Needs* has been satisfied, if at some future time a lack is detected, an individual will act to remove the lack. If one is starving, one will be motivated to find food, etc.

Let's go over the *Primal and Community Needs* in greater detail to better understand why we, or our customers, are motivated to take action.

Primal Needs In Detail

1) Survival:

The first need we have is *Survival*, and it is the most essential of all our *Needs* and it is physiological in nature. If a person lacks this *Need*, they're likely to ditch everything else just so they can meet this one first. For example, if someone is feeling famished, they'll have a hard time focusing on anything besides food. They will abandon what they

are doing to find relief from the pain that hunger is causing them. Another example of a *Survival* need would be the need for adequate sleep.

Customers who are in this category are seeking to meet their need for physiological survival. They are seeking products or services that meet their physiological needs. Any product not directly connected to helping a person meet his or her needs in a very short time span is simply ignored.

Products and services in this category include things like food, water, sleep products.

2) Safety:

Once people's *Survival* requirements are met, the next *Need* that arises is a safe environment, which is also physiological in nature. This includes our need for physical and environmental safety. For adults living in developed nations, *Safety Needs* are more apparent in emergency situations (e.g. war, natural disasters, pandemic).

Customers who are in this category are seeking to meet their Need for safety and security, or in short, they are looking to have a safe environment. They are seeking products or services that help them to feel safe and secure.

Products and services in this category include things like insurance, security alarms, and pepper spray. Therapy and coaching can be considered for this category, as stress, anxiety, and overwhelm may make us feel unsafe or insecure. Those who suffer from domestic violence, bullying violence or physical harassment, are also in this category. It can even include counseling for sufferers of PTSD, whether their PTSD stemmed from war, domestic violence, or other.

Community Needs In Detail

3) Social:

The third *Need* is *Social* and is all about love. This *Need* includes all relationships, both romantic, as well as ties to friends and family members. Importantly, *Social Needs* encompasses both feeling loved and feeling love towards others within our tight-knit tribe. It involves feeling valued and seen in your inner circle of friends and family.

Customers who are in the *Social* category are seeking products or services to meet their need to affiliate with others, be accepted, or to find love.

Products and services in this category include things like dating apps, relationship programs, social clubs, religion (if for social purposes) or even social media sites like Facebook!

Those who suffer from loneliness, feeling like they don't have their own family or tribe, or who have or are experiencing mental or emotional abuse from their tribe or family, are also in this category.

Note: Social Needs are more of a Feminine trait and women are more likely to feel confident about themselves when they fulfill this need.

4) Status:

The fourth and final *Primal Need* need is *Status*, and there are two components to this need. The first involves feeling confident and good about yourself, holding yourself in high esteem, and being your own unique individual. The second involves feeling that you are important and that you have some type of status, that others hold you in high regard.

When people's *Status* needs are met, they feel confident within themselves and see their contributions and achievements to the world as valuable and important. What they do, what they create, and what they accomplish gives them a sense of feeling

respected. When *Status* needs are not met, they may experience feeling unaccomplished, have low self-confidence, or may feel unworthy of respect.

Customers who are in the *Status* category are seeking products or services that help them achieve what they want, that help them increase their competency, and that help them gain social or financial status, approval, esteem, and recognition. Usually, empowering information is sought by people at the *Status* level. Products and services can be things like life-coaching, counseling, membership in an exclusive club, cars, or even apparel, jewelry, technology, or first-class airline tickets.

Those who suffer from imposter syndrome, who feel they lack a sense of accomplishment, feel they lack a sense of self, or who feel they are inferior to others or experience imposter syndrome, or who have or are looking to uplevel in society, are also in this category.

Note: Status Needs are more of a Masculine trait and men are more likely to feel confident within themselves when they have this need met.

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Satisfying the *Primal Needs* is important because it is then we can grow into our highest potential as individuals. It's only after an individual has met the four first needs, the *Primal Needs*, that he or she can become motivated by the *Self-Fulfillment Needs*.

Once a customer or client has fulfilled the first four needs, then he/she is more likely to look for products or services in the *Self-Fulfillment Needs* category.

Self-Fulfillment Needs

Primal Needs are needs that emerge when we are being deprived of something like food, water, community, or status. We act on these needs to move away from, or avoid pain, whether physical, mental, emotional, financial, or other.

Self-Fulfillment, however, arise within us as a desire to evolve ourselves, to grow, or improve. We act on *Self-Fulfillment Needs* to move toward, or gain pleasure, joy, happiness, etc., whether physical, mental, emotional, financial, or other.

Customers in the *Self-Fulfillment Needs* category, are motivated by their desires for personal self-fulfillment and to grow.

Let's review the *Self-Fulfillment Needs*, which are:

5) Schooling:

The fifth need is ***Schooling***. People who are motivated by this category are seeking to learn, to understand, and explore. They are seeking truth and knowledge. They value mental clarity, good judgment, intellectualism, reasoning, and acumen.

When people's *School* needs are met, they feel a sense of brilliance, educated, smart, and intelligent. They feel they are living up to their cognitive and higher learning abilities.

Clients or customers who are in the *Schooling* category are seeking products or services that are educational or that increase their knowledge or intelligence. Products and services might include college, conferences, seminars, books, media, or other. It would involve any product or service aimed at increasing their cognitive abilities.

6) Spirituality:

The sixth need is *Spirituality*, and here people are seeking a connection with nature, symmetry, order, art, and beauty. They are looking for information on how to appreciate, connect with, and express themselves through the arts, through style, through aesthetically pleasing environments, and imagery.

When people's *Spirituality* needs are met, they feel a sense of connection with nature, feel they are able to express themselves in spiritual or artistic ways, and they feel more interconnected with the abstract world.

Clients or customers who are in this category are seeking products or services that support them in their artistic endeavors, that facilitate their intimacy with nature, or that puts them in an environment to appreciate beauty. Products and services might include painting supplies, performing arts shows, musical instruments, crafts, sculptures, poetry, or even apparel if it is a form of artistic self-expression and not status.

7) Self-Actualization:

In the seventh category, we find the need for *Self-Actualization*. Here, people are motivated by finding self-fulfillment and realize one's full potential. A self-actualizer is a person who is living creatively and fully, aspiring to his or her highest self. In his studies, Maslow found that self-actualizers had found their core-nature, or the essence that is unique to them. One interesting fact of self-actualization is that it looks different for everyone. However, self-actualized people feel that they are doing what they believe they were meant to/destined to do. They seek to have peak experiences.

When people's *Self-Actualization* needs are met, they feel a sense of wholeness, completeness, that they are one with living their purpose or destiny.

Clients or customers who are in this category are seeking products or services that help them live their highest selves. Products and services might include spiritual retreats, self-development conferences, books, a cabin in the woods, or anything that helps them feel they are living up to their highest potential.

8) Self-Transcendence:

The eighth and final need is *Self-Transcendence*. Here, people are seeking to connect to something beyond the small self, or the ego or to help others find self-fulfillment and realize their potential. Self-transcendent people are selfless and are

looking to give back. They are generous and loving and view humanity as one. They seek to help and heal, and to uplift others.

When people's *Self-Transcendence* needs are met, they feel that they are giving back to society and to the world in a meaningful way. They feel they are creating their legacy, serving the world and the next generation to follow.

Clients or customers who are in this category are seeking products or services that help them help others, whether that be through acts of service, by providing mentorship or coaching, or by serving others in a selfless way. Products and services or organizations might include mentorship programs, products that support fair trade, not-for profits, or charities.

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Here's the thing that's important to note: Most people spend most of their time in the *Primal Needs Category*, which again are the *Survival, Safety/Security, Social, and Status Needs*.

Few reach *Self-Transcendence*.

However, even if we reach *Self-Transcendence*, we still need to have all 8 needs met to feel fulfilled.

But at different times we will spend more time in one need. Say a person is looking for a relationship. Which need are they looking to have fulfilled? Or say someone has just experienced something traumatic, what need are they motivated by? Or say someone wants to buy food, which need is that?

As I'm sure you've realized, some of the needs seem to overlap. A person seeking counseling might do so whether they are motivated by *Safety* (as in someone who suffers from anxiety or PTSD), or *Self-Actualization* (someone who wants self-development). But what we're trying to find out is what motivates them IN THE MOMENT. This is so that we can accurately market and advertise to them.

We do this by:

1. Selecting an appropriate product name that is appealing to the buyer/customer.
2. Marketing and advertising to them using specific keywords they might be attracted to.
3. Presenting the benefit they wish to receive when they invest in our products or services.

In other words, your product development and marketing will differ greatly depending on who you are marketing to, and what *Need* someone is looking to have fulfilled.

For example, if you are targeting a person seeking relief from anxiety, the benefit you communicate to them will be very different than if you were to target a person seeking self-development.

The reason the Secret is so powerful, or in other words, the 8 Needs is that you know what your Ideal Client wants/needs and you will know how to offer it to them! Your Ideal Clients can't help but notice your products or services when you advertise, making it a no-brainer for them to buy from you.

Mastering this Secret will make your products and services all the more irresistible to those you market to... and will, if used correctly, dramatically increase your sales.