



WHAT ARE YOUR BRAND'S TRIGGER EVENTS?

In this exercise, you will brainstorm all the reasons why people choose to work with your business and/or purchase your products.

TIP: Have multiple products or services? For a truly focussed marketing approach, try completing this exercise for each one.

Brainstorm

What would have to happen in my life for me to purchase this product / service?

List all trigger events below.

Prioritise

Out of the above reasons, which is likely to be the most common reason for your clients / customers?

List reasons in order of most common to least common.

Most common



Least common

Now, use these reasons as the basis of the marketing messaging, starting with the most common reason.

Want to get more out of your trigger events? Let us take care of it for you.

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