

THE BUYER TYPE CHEAT SHEET

5 signs to tell a pain buyer from an outcome buyer.

People often buy the same offer for very different reasons. Some move because something hurts and they want relief. Others move because they want a result and need proof that you can deliver it. Notice which one you are talking to, then choose your words.

THE 5 SIGNS

1. Pain buyers talk about what hurts. Show them the pain and how it stops.
2. Pain buyers want relief fast. Lead with speed and a clear first step.
3. Outcome buyers talk about goals. Lead with the result they want.
4. Outcome buyers ask for proof and process. Show real examples and the exact steps.
5. Same offer, different words. Match your pitch to the buyer in front of you.

PAIN BUYER vs OUTCOME BUYER

	Pain buyer	Outcome buyer
Talks about	What hurts now	The result they want
Wants	Relief, fast	Proof and a clear process
Lead with	The pain, then the fix	The outcome, then the steps
Show them	How the pain stops	Examples and exact steps
Avoid	Long theory	Vague promises

QUESTIONS TO TELL WHICH IS WHICH

ASK

"What is the biggest problem you want gone right now?" (pain)

"What would success look like for you in 90 days?" (outcome)

"Who else have you looked at, and what did you like about them?" (proof)

Never promise a result you cannot support. Show real examples only, and keep every claim honest.

Educational only. Buyers vary. No sales or income results promised. Educational only. Results vary by business and by account. No views, sales or income results promised.

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