

**HOW YOUR OWN
SHOPPING HABITS
CAN HELP YOU
SELL BETTER**



THE COVEN

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You've worked hard to create the product of your dreams. You've spent a tonne of time and money on your marketing strategy. You are receiving all the likes and compliments from your engaged online audience. But there are cobwebs all up in your store. There's tumbleweed rolling through your incomings. You are following all of the advice but can't seem to get people to put their money where their mouth is. You wish you could get inside your target customer's head to see what is stopping them from clicking 'buy'.

Well, maybe you can. What if, instead of posting another promotion just hoping this time it will stick, you actually analysed your offering through the eyes of its shopping experience? You can do this by looking at your own shopping habits. Maybe by understanding your own shopping behaviour you'll be able to identify what is causing the lack of conversion for your own products. The following questions are designed to help you gain a greater perspective on your own buying psychology so you can sell more yourself...

When answering these questions, think about a brand within the same industry or a product that serves a similar function to your own. For example, what gets your attention at the supermarket is going to be a whole lot different from what gets your attention when you are when you are buying a new outfit or handmade item.



OFFLINE SHOPPING EXPERIENCE

When I walk into a shop, what gets me to look at something?

What gets me to pick something up?

What gets me to ask a question about a product?

What gets me to stay in a store or looking at a product?



What makes me put a product down?

Could this be a block customers face with my own product?

E.g. if you tend to put something back because it's too expensive, could this be a problem for your own product?

Of course, you might not be your target audience but these are useful questions to ask when it comes to auditing why you aren't getting sales. If the price tag is a make or break for you, it will be for other people too.

ONLINE SHOPPING EXPERIENCE

What gets me to like or comment on another brand or seller's product?



What gets me to click a link to a product's page?

What assumptions do you make about a product or brand based on their prices?

**When was the last time you saw something and bought it right away?
Why did you?**

What have I learnt about the shopping experience of my own products by answering these questions?

