

# Consumer Behavior Cheat Sheet

These are the things all humans need:

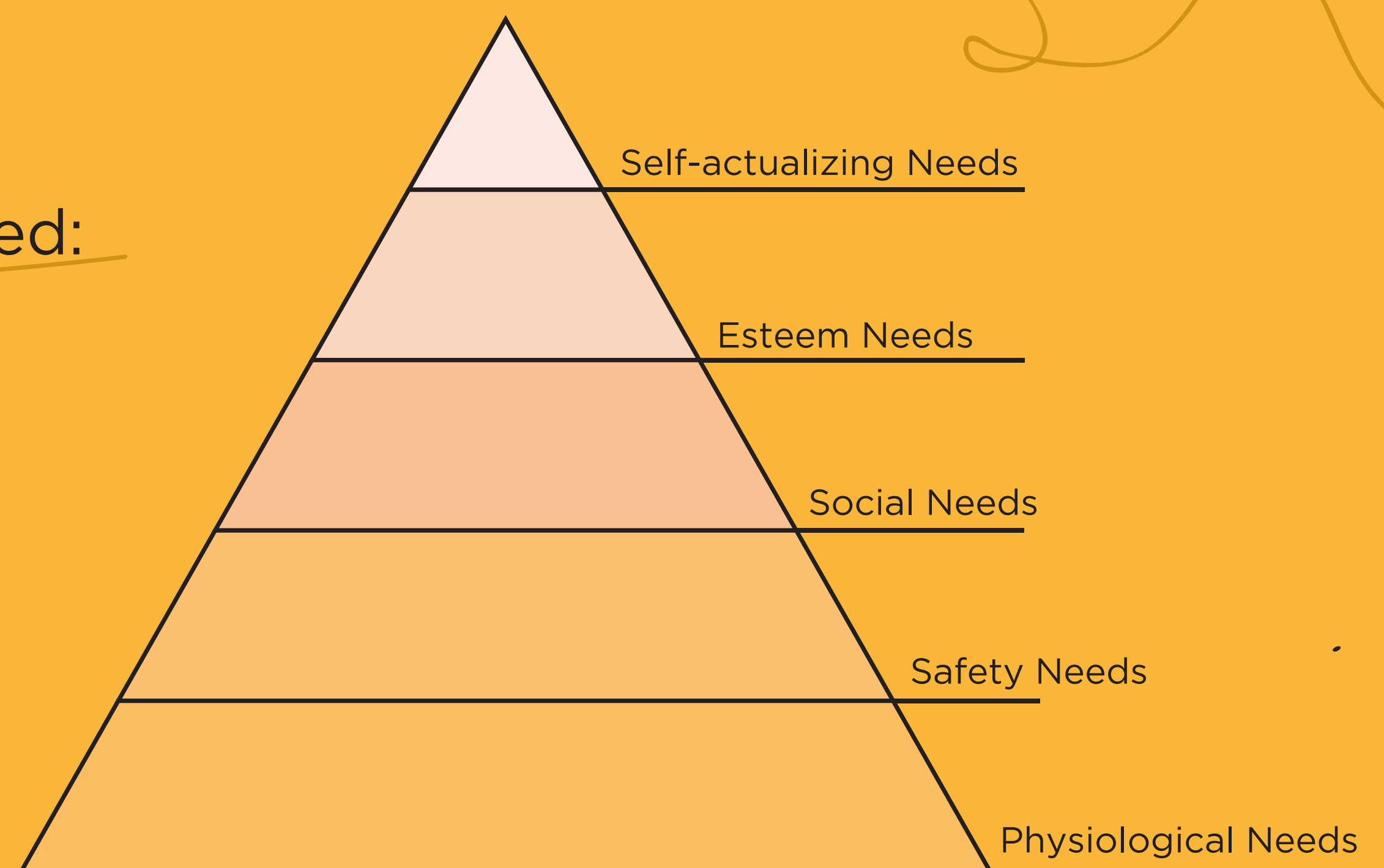
To realize our potential

To feel respected and accomplished

To feel loved, befriended, and accepted

To feel safe, and out of harm's way

Above all: Food, water, shelter, and sleep



**"Maslow's Hierarchy of Needs"**

## How does understanding this help your marketing?

**YOUR PRODUCT/SERVICE SHOULD SOLVE YOUR TARGET MARKET'S NEEDS**

*Appeal to your potential buyers on their level of need.*

Your marketing content, campaigns, copy, and design should reflect what need you are fulfilling.



& be memorable, for f\*cks sake.

Write in the language of whom you are trying to appeal to.

## When testing different campaigns, appeal to different needs.

- If you are a new business, explore new value propositions
- If you are an existing business, try to meet new needs with campaigns
- If you want to attract a certain type of person, appeal to their lifestyle
- If you are confused about your messaging, analyze the competition