

**PEOPLE  
DON'T BUY  
PRODUCTS.**

**THEY BUY**

**BETTER**

**VERSIONS**

**OF THEME-**

**SELVES.**

**STOP TALKING ABOUT THE PRODUCT.  
START TALKING ABOUT PEOPLE  
USING THE PRODUCT.**

**PEOPLE  
DON'T BUY  
WHAT YOUR  
PRODUCT  
DOES. THEY**

**BUY WHAT**

**THEY CAN DO**

**WITH YOUR**

**PRODUCT.**

**STOP TALKING ABOUT THE FEATURES.  
START TALKING ABOUT THE BENEFITS.**

**PEOPLE  
DON'T BUY  
WHAT YOU**

**DO. THEY BUY**

**WHY YOU DO**

**WHAT YOU**

**DO.**

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**STOP TALKING ABOUT "WHAT".  
START TALKING ABOUT "WHY".**

**PEOPLE BUY  
PRODUCTS**

**THAT MAKE**

**THEM FEEL THE**

**WAY THEY**

**WANT TO FEEL**

**ABOUT THEM-**

**SELVES.**

**STOP TALKING ABOUT THE THE  
PRODUCT. START TALKING ABOUT  
HOW USING THE PRODUCT WILL  
MAKE THE PEOPLE FEEL.**