

Goal
Train

Ⓢ

x Ⓢ

Speed Read

Ⓢ

Problem

~~Reason Why~~

⌚

Avoid
Effort

Ⓡ

x 1

~~XXXXXXXXXXXX~~

♀ ♀

Desire

More Popular?

Best Books
Smarter

Result

Why People Buy

Blinkist



- 1. Make \$
 - Job/Biz
 - Skill
 - Knowledge
- 2. Save \$
- 3. Save ⌚ 8-10 hrs/book
- 4. Avoid Effort READ WADE Crap
- 5. Escape Pain
 - physical
- 6. Get more comfort
 - mental → embarrassment
- 7. Cleanliness/Health
 - more comfort
 - books → New Ideas
- 8. Gain Praise
- 9. FEEL More Love
- 10. Increase Popularity/Social Status

