

[BE FOUNDATIONS] PAIN OF PAYING



Context and framing can help overcome the pain felt when paying. Use this worksheet to see how PAIN OF PAYING impacts your business.

TOP WAYS TO REDUCE PAIN OF PAYING

The more a transaction is perceived as: fair, an investment, immediate, for the sake of another person, under one's own control and has payment before consumption...the WEAKER the pain of paying. (See starred* items below)

OTHER CONTEXTS TO CONSIDER:

- Investment vs consumption
- Enjoyment length
- Duration
- Control*
- Routine vs non routine
- Social acceptance
- Visibility
- Fairness*
- Self vs other*
- Before* or after consumption
- Ramifications if unpaid
- Immediate* vs drawn-out
- Motivation of the seller
- Story

WHAT MAY BE CREATING PAIN IN YOUR BUSINESS?

Remember the AOL example, and the meter running in a taxi.

WHAT COULD REDUCE PAIN IN YOUR BUSINESS?

Netflix doesn't have a clock monitoring time. Uber prepays.

WANT HELP?

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