

The **University** of **Monetization**

- People really only buy for 3 reasons
- To save **Time**, to save or make **Money** and
- To increase their **Status**

The Monetization of Business & The Business of Monetization

strat-e-gym/marketing podcasts:

THE ONLY 3 REAL REASONS WHY PEOPLE BUY

YOU BUY PRODUCTS THAT GIVE YOU MORE...

MONEY



OR

STATUS



PRODUCT

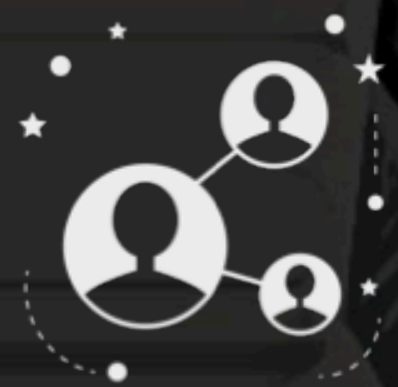
WHICH HELPS YOU ACHIEVES THESE OBJECTIVES...

EMOTIONAL



OR

SOCIAL



TIME



FUNCTIONAL



The Best Marketers' Simple Advice:

The Only 3 Reasons Why You Buy

The Triad of Purchase Drivers: Time, Money, Status

Time:

People buy to save time, whether it's investing in faster technology or hiring services that free up personal hours. Time is a finite resource, and anything that optimizes its use is highly valued.

Money:

Financial gain or savings is another primary driver. People invest in products or services that promise better financial outcomes—whether that's a high-return investment, a cost-saving gadget, or bulk purchasing for discounts.

Status:

Acquisitions that elevate social standing or confer prestige are also a powerful motivator. From luxury cars to exclusive memberships, these purchases offer more than functional utility; they offer a social marker.

These three drivers often intersect, but they remain the foundational motivations for most purchasing decisions.

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