Mental Class

The Buying Process

NEED
(I THINK I NEED SOMETHING)

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CONTEMPLATION
(CAN AFFORD IT? I WONDER IF I SHOULD? CAN I RATIONALIZE IT TO MYSELF AND OTHERS?)

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VISUALIZATION
(WHAT SPECIFICALLY SHOULD I BUY? WHAT DOES IT LOOK LIKE? HOW WILL IT FEEL WHEN I OWN IT?)

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SYNTHESIS
(IDENTIFYING ALL OF THE ELEMENTS, AND PULLING THEM ALL TOGETHER)

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SALE

↓

REVIEWING
(IS EVERYTHING IN PLACE?
HAVE I MADE THE RIGHT DECISION?
IS THERE ANYTHING I'VE FORGOTTEN?)

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