



**Purchase Spectrum Worksheet**

This exercise accompanies my blog on how to work out if your product or service is an impulse-buy, a considered purchase, or something between the two.

Put an 'X' on each line where you feel your product or service lies for your customers.



Now, from the four lines above, take the 'X' that is the furthest to the right and translate that onto the line below. This is where your product lies in the eyes of your customer.

