

## Choosing Products That Make Sense

Before you promote anything, pause and ask:

**Is this something people genuinely need, or something they momentarily want?**

Needs are:

practical

repeat purchases

value-driven

Wants are:

emotional

short-lived

easily replaced

**In uncertain economic climates, needs always win.**

Start there.

Look for Consistent Demand, Not Noise

A product doesn't need to be exciting to be profitable.

Instead of asking:

“Is this trending?”

Ask:

“Is this selling repeatedly?”

“Why are people buying it?”

“What problem does it solve?”

Quiet, consistent sellers are often the strongest foundations.

### **Use Reviews as Research**

Reviews are people telling you what they experienced — for free.

Before promoting anything:

read good reviews

read bad reviews

notice repeated praise

notice repeated complaints

This tells you:

what value the product brings

who it's really for

how to position it honestly

If people complain about the same thing repeatedly, listen.

Cross-check Before You Commit

**If you see a product on one platform:**

check it elsewhere

see if it sells consistently

read reviews across platforms

**If demand holds up across places, it's usually real.**

**That's when it's worth building a campaign.**

Introduce Products — Don't Push Them

Good marketing introduces a product.

It explains:

why people use it

how many people are buying it

what value it brings

who it's for

You're not shouting.

You're informing.

That builds confidence — and trust.