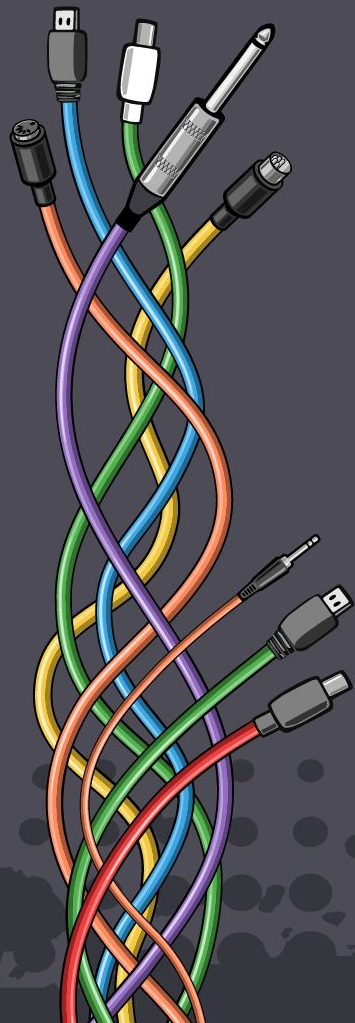
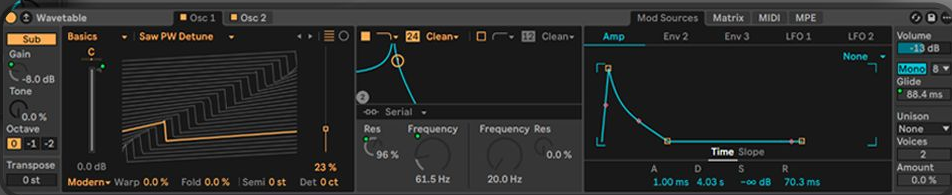
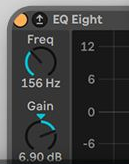
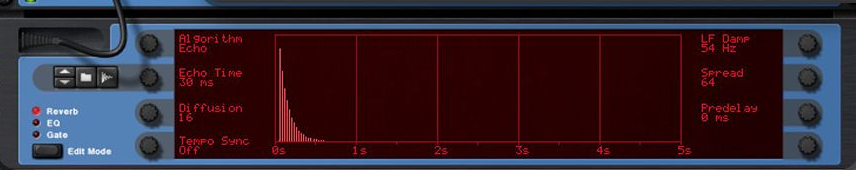
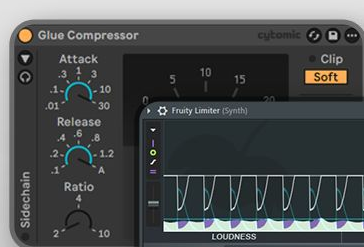




WHY DO PEOPLE ACTUALLY BUY MUSIC SOFTWARE, ANYWAY?

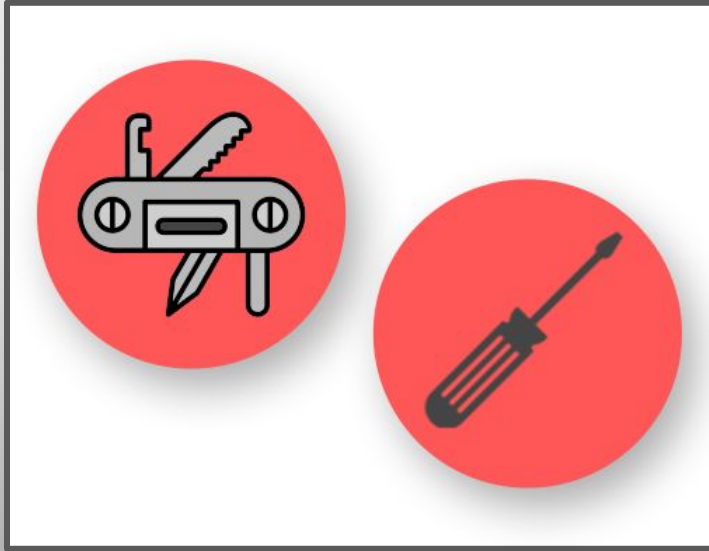
JAMES RUSSELL







1. The tool that does the job



- Multitool vs specific tool
- Psychologically 'easy'
- A *package* that's simple to understand

2. Homo Pluginomicus



- Ideal, rational buyer
- Driven by value
- Small percentage of actual sales

3. All the gear, no idea



- “What should I buy”
- Aims to remove need for effort using money
- Doesn’t have bad intentions, just naive

4. “Someone I admire told me to buy it”



- We copy our idols and people who are like us
- Word of mouth
- Social proof, social pressure

1

THE TOOL THAT DOES THE JOB



2

HOMO PLUGINOMICUS



3

ALL THE GEAR, NO IDEA



4

"SOMEONE I ADMIRE TOLD ME TO BUY IT"

