

tritec

FOOTWEAR

Tritec Article Of The Month

WHY should you give us a try?

While preparing to launch our patented line of socks, Tritec Footwear, I found myself spending a lot of time researching every course, article, and guru marketing technique that would better my chance of success in launching an online business. After many months of this mindset, I quickly became burnt out and suffered from what every new online marketer knows as “Information Overload.” It was then that I came across a post from the online traffic guru Vick Strizheus where he shared a concept from Start with Why by Simon Sinek—a concept that changed my entire outlook. Strizheus shared many great examples of businesses past and present that had either failed or succeeded based on a concept that Sinek coined: The Golden Circle. It’s the idea that your customer’s decision to buy your product or service has little to do with what your product is or how great it is; they buy more because of WHY you’re in business (the reason your business exists), not the WHAT (the product or service you offer).

I had an epiphany that this was EXACTLY how I needed to start if I wanted to build a long-lasting, successful business. That being said, I’ve decided to stop searching for the next “shiny object” that I could model or mimic or convince customers to buy. The idea was so simple, yet it seemed to be an uncommon methodology that was rarely practiced; that forced me to grasp ahold of our WHY! Why do we exist as a business, and how could our potential customers resonate with our beliefs? Those are the questions I was determined to answer in order to have a loyal, long-lasting customer base for years to come.

So at this point, you may be wondering—what is our WHY?

“We seek to challenge the status quo by producing one sock with multiple benefits—a sock that’s comfortable, innovative, and patented with modern technologies. We offer a new level of comfort while remedying problems that traditional, mainstream socks simply cannot solve.”

It is my belief as well as my intention that this mindset will truly help us connect with our customers, sharing a sense of clarity in addition to a new level of comfort. If you can relate to walking for a long time and experiencing the uncomfortable feeling of sweaty feet step after step—if you can appreciate the benefits of an antimicrobial agent being embedded into the yarns of the sock because you know the anxiety you’ve felt when you walked into someone’s house and were told to take your shoes off and were stressed knowing that your feet stink—or if you’ve ever been invited to an event that you had to make up an excuse to get out of because you knew you couldn’t walk for long periods of time due to poor arch support and circulation...

Worry no more! We have just the solution for you. Our Tritec Footwear socks not only have a patented technology for blister prevention AND post relief from hard-heeled shoes (such as cleats from golfing, active sports, or even daily activities); our socks are not just for situations previously mentioned—they truly are a quality sock that offer comfort and peace of mind.

As the creator of this simple yet extraordinary product, it’s my privilege to invite you to try what we at Achilles Comfort, Inc. believe is the next generation of footwear for all to enjoy. Please go to www.tritecfootwear.com and allow us to earn your loyalty as well as change an industry’s status quo and set a new standard. WILL YOU GIVE US A TRY??

If you enjoyed reading this article and would like to join us on this amazing journey, please click [here](#) to be notified of future publications.

Blessings, comfort, and a peace of mind to all,

Ricky Hasan

President of Achilles Comfort, Inc.

We want to shed light on the importance of having the proper footwear—not only how it can help you live a quality lifestyle, but also the negative factors that may come from wearing improper footwear, such as altered walking patterns that can lead to knee, hip, back, and shoulder pain.