

What Motivators Will Engage Your Customers?

Why is it that a person will eagerly spend seven dollars on an exotic café latte, and then stand in a retail aisle agonizing over a 50-cent difference in the cost of a box of diapers?

Why would a very busy executive drive ten minutes out of his or her way to save three cents a gallon on gasoline when they're driving an eighty-thousand dollar car?

All of us are influenced by subconscious (and sometimes very conscious) motivators that influence what we value and why we engage. The following table will help position your messaging to address the motivators that speak most strongly to **your** customers.

Motivator	Example Solution & Language
Avoid Pain Point or Embarrassment	<i>Avoid this embarrassing moment – by doing this now...</i>
Save Time or Effort (Convenience)	<i>Amazon shopping makes a busy person's life a little less busy and a lot more convenient. Buy ____ now.</i>
Save Money	<i>Be a savvy consumer. Get good stuff AND save money here.</i>
Obey a "Should," Conform to an Expectation	<i>These (children/men/women/animals) deserve your support – Don't you agree?</i>
Feed My Rebellious Desire for Freedom	<i>Break free from "mundane". Drive a car that says "I'm free to be me." (Buys the Ferrari rather than the Volvo.)</i>
Pleasure	<i>Imagine how good this will feel. ... WAIT! Don't imagine it. Do it now.</i>
Health and Productivity	<i>This training program is an investment in your lifetime health and productivity. Sign up now to reap the benefits.</i>
Help Fulfill Life Purpose/Meaning	<i>BE ALL THAT YOU CAN BE. Join the Peace Corp and change people's lives.</i>