

Emotional drivers checklist

Which of these is most important to them (pick the top 5 in order)

How can you test this out with real customers?

Does your customer desire...

- Something that other people will envy or talk about?
- To be admired for their clever purchase?
- Higher status?
- More time?
- To avoid something tedious?
- Added security and peace of mind?
- Something that reduces guilt?
- Convenience?
- To feel healthier?
- To look younger?
- To show allegiance to a particular group or belief which makes them feel good about themselves?
- To feel that they've met their targets or desires?
- To feel that they're using the tools that only professionals use?
- To feel special?
- That their families are safe and looked after?
- That their futures are safe?
- To feel that they are playing in the big league now?
- To make more money and be more profitable?
- An association with something or somebody they think is great?
- To feel in control of their lives or their businesses?