

40 Key Emotional Drivers

B-to-B prospects respond to the same key emotion drivers consumers do. In “Mail Order Strategy” (Hoke Communications, 1956), Victor Schwab compiled the following 40 key emotional drivers.

People want to gain:

Health

Popularity

Praise from others

Pride of accomplishment

Self-confidence

Time

Improved appearance

Comfort

Advancement: social-business

Money

Security in old age

Leisure

Increased enjoyment

Personal prestige

They want to save:

Time

Discomfort

Risks

Money

Worry

Embarrassment

Work

Doubts

They want to be:

Good parents

Creative

Efficient

Recognized authorities

Up-to-date

Gregarious

“First” in things

Sociable, hospitable

Proud of their possessions

Influential over others

They want to do:

Express their personalities

Satisfy their curiosity

Appreciate beauty

Win others’ affection

Resist domination by others

Emulate the admirable

Acquire or collect things

Improve themselves generally