

Motivators vs. Justifiers:

Your Free Template

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Motivators

Motivators are factors that appeal to our 'lizard brain'. For our porsche example [in the video](#), we talked about motivators being things like sex appeal, ego and peer pressure.

Justifiers

Justifiers appeal to our rational part of our brain and are typically things that we can relay to another person if we feel the need to justify a purchase. For the porsche example, these might be fuel economy, safety rating and bluetooth connectivity that enables you to connect with work while you drive.

List your Motivators and Justifiers Below

List your motivators and justifiers in the table below and refer to this list when planning social content, sales pitches and other sales and marketing collateral.

Motivators: Examples
Justifiers:

Need help with your marketing? Contact us at Mint Design, we'd love to help.

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