



Keyword: WIIFM

## Helping People Answer the “What’s in it For Me?” Question

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by Kevin Eikenberry

At some time or another we all want to persuade someone of something.

- We want them to see our point of view.
- We want them to take some action.
- We want them to buy in to the change we are championing.
- We want them to attend our event, go to dinner with us or pick up our mail.

We might even want to sell them our product or service.

To do any of these things, we must help people see the value for them – directly or indirectly – from the decision or action. In other words they need to see “what is in it for me.”

Some people think it is crass, cynical or degrading to think that people only make decisions that they see as being in their own best interests. It really doesn’t matter if you think this is the way the world should work or not, it is the reality.

We all are always screening ideas, information and opportunities based on what we believe is in our best interest. And this is why we are all asking “What’s in it for me?” (WIIFM?) all the time.

### Answering the Question

In order to help any individual answer this question we must first step back and think about human nature.

Ask yourself this question: “What are the things that motivate people?” The broader answer to this question provides the basis for helping any one individual answer his/her own WIIFM question.

### The Motivators

People want to:

- Save time or make more time
- Save money or make more money
- Gain praise from others
- Advance socially or professionally



## Helping People Answer the “What’s in it For Me?” Question (continued)

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- Reduce their effort (or work)
- Reduce their worries
- Reduce their risk
- Reduce the chances of embarrassment
- Express their personality and individuality
- Have more fun

People want to be:

- Up to date
- Creative
- Helpful
- Trusted
- More self confident
- More secure (physically, emotionally and financially)
- More comfortable
- Proud of their accomplishments, knowledge and possessions
- Recognized as an authority
- Efficient and productive
- Influential with others

This isn’t a complete list (but it’s plenty long), but it hopefully helps you think about what things are motivating the people you want to influence today.

Use this list to help you brainstorm the motivators of others or use this list to help you formulate the questions you will ask to uncover the “hot button motivators” of others.

Remember that not all of these motivators apply equally to all people. Your job as a master persuader is to determine which of these levers are most important to an individual or group and to help them see how your solution or suggestion will help them in that particular way.

The next time you are trying to influence or persuade someone about something, stop thinking about you and your needs. Instead think of them and how they can benefit. You will feel better, so will they – and you will be far more successful in persuading them!



Kevin Eikenberry is a bestselling author, consultant, trainer, speaker, coach, leader, learner, husband and father. He is the Chief Potential Officer of the Kevin Eikenberry Group ([www.KEIKENBERRY.COM](http://www.KEIKENBERRY.COM)) and the Creator of the Remarkable Leadership Learning System ([www.REMARKABLE-LEADERSHIP.COM](http://www.REMARKABLE-LEADERSHIP.COM)), both of which are dedicated to life-long learning and helping Clients unleash their remarkable potential. Interested in becoming the remarkable leader you were born to be? Go to [www.REMARKABLE-LEADERSHIP.COM](http://www.REMARKABLE-LEADERSHIP.COM) today!

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