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**Buzzworthiness Via Human Motivation**

**By Jambhala Rinpo**

Creating something buzzworthy can be a challenge, but a challenge worth achieving. If you can

create something buzzworthy enough to get everyone buzzing about it and spreading the message virally, then you've succeeded in doing something that most marketers only dream of.

Let's take a look at buzzworthiness from the perspective of the psychology of human motivation. If we can grasp the concept of what motivates us as humans, then we'll have a better understanding of how to utilize the motivation factors to encourage the viral spread of our message through starting a buzz.

The famous psychologist Abraham Maslow presented what he called the "Hierarchy of Needs". According to this hierarchy, if a human doesn't have their basic needs met, then they will be motivated mostly by meeting those basic needs first, giving less importance to the other needs. Let's take a look at this hierarchy below:

1. Physiological needs: Food, water, shelter, and sex. 2. Safety: Freedom from the threat of physical and emotional harm. 3. Social Needs: Friendship, belonging, and love. 4. Esteem Needs: Achievement, recognition, and reputation. 5. Self-Actualization: Truth, meaning, and wisdom.

After fulfilling one group of needs starting with physiological needs, then we will become more motivated to fulfill the next set of needs, which graduates us to the next set of needs, until we fulfill self-actualization at the top of the hierarchy. This can essentially be seen as a scale of motivation. The things that motivate us are the things that fulfill one or more of our needs.

So here's an example of how to easily create a buzz: Give out free food to famine stricken people. Those peoples primary motivation would be to attain food, and if you provide it free, they will be buzzing to get it, because it fulfills their basic needs. Does this example have much relevance to modern marketing? What do you think would happen if you gave out free hamburgers to people at a festival? You'd create a buzz and people would remember you. People walking away with their free burgers would meet other people and say "They're giving out free burgers over there", thus propagating your message virally via word of mouth and creating a buzz.

## Buzzworthiness Via Human Motivation

Okay I admit, there's another concept here that makes it buzzworthy. The concept is to have something unique about your message/product/service. People will buzz about free burgers because A) it fulfills one of their basic needs, and B) the offer is unique because it's free. If burgers were always free, then there would be nothing to buzz about.

For people that have their physiological and safety needs met, it is easier to create a buzz through the motivation to meet their social and esteem needs. A few of the greatest examples of viral marketing such as Hotmail, MyJournal, MySpace, and Friendster are all examples of this. These companies created a buzz because they offered something unique that fulfill the social and esteem needs through social communications, and social networking.

In these cases, the word of mouth buzz gets spread even faster because by spreading the word they fulfill their social and esteem needs at the same time as fulfilling it from the service they're spreading the word about. It works the same even with the example of free burgers. When someone walks away

with a free burger, they are inclined to go tell their friends about it, because it will boost their reputation, recognition, and strengthen their friendship. Their friends will be excited and happy to get a free burger thanks to you being the one to tell them about it. This is a key point in buzzworthiness and if understood and implemented with the right ideas and the right messages, can increase your buzz exponentially.

If you have a message, product, or service that is unique and fulfills one or more of our human needs, then you are on your way to creating a buzz. If it is something that is so good that people's reputation and recognition becomes boosted amongst those they tell about it, then it's definitely buzzworthy! The only thing left is to tell people to spread the word about it, and make it as easy as possible for them to spread it (ie. Viral tools such as tell-a-friend scripts, hand outs, pamphlets, e-mail forwarding, articles they can freely publish, etc...).

Good luck creating a buzz!

Jambhala Rinpo is a viral marketing enthusiast and experimenter. For more info, tips, and tools on viral marketing please visit his website:

<http://www.ViralMarketingBuzz.com>

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## **Results From Motivation Theories In Business Success**

**By Jerry Hall**

Motivational theorists differ on where the energy is derived and on the particular needs that a person

is attempting to fulfil, but most would agree that motivation requires a desire to act, an ability to act, and having an objective. There are numerous theories of motivation. Ramlall (2005) identified the most relevant theories and explained the respective theories of motivation and how motivation may impact employee commitment in an organization. Five methods of explaining behaviour – needs, reinforcement, cognition, job characteristics, and feelings/emotions – underlie the evolution of modern theories of human motivation. In this motivational theory effort, the following motivation theories were selected: (1) need theories, (2) equity theory, (3) expectancy theory, and (4) job design model given their emphasis and reported significance on employee retention.

In general, need theories attempt to identify internal factors that energize the behavior of an individual. Needs as defined previously are physiological or psychological deficiencies that arouse behavior. These needs can be strong or weak and are influenced by environmental factors. Thus, human needs vary over time and place.

Having synthesized and critically analyzed the motivation theories, the effects of major factors from the respective theories in employee retention efforts are as follows.

1. Needs of the Employee. Employees have multiple needs based on their individual, family, and cultural values. In addition, these needs depend on the current and desired economic, political, and social status; career aspiration; the need to balance career, family, education, community, religion, and other factors; and a general feeling of one's satisfaction with the current and desired state of being.
2. Work Environment. Employees want to work in an environment that is productive, respectful, provides a feeling of inclusiveness, and offers friendly setting.
3. Responsibilities. Given that one feels competent to perform in a more challenging capacity and has previously demonstrated such competencies, an employee may feel a need to seek additional responsibilities and be rewarded in a fair and equitable manner.
4. Supervision. Managers and other leaders more frequently than others feel a need to teach, coach, and develop others. In addition, these individuals would seek to influence the organization's goals, objectives and the strategies designed to achieve the mission of the organization.

Jerry H.Hall has an interest in Career Change Management related subjects. If you are interesting in finding out more information on Career Changes, please visit this successful Career Change site:

<http://CareerChange.SmartReviewGuide.com>



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