

THE FOUR COLOR PERSONALITIES FOR HOME BUSINESS



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No matter what home business you're promoting, people skills will always trump product or comp plan knowledge. When you know how prospects think, selling and sponsoring becomes fun and easy.

The insights in this report are based on my notes from a live in-person training session I did in front of several hundred network marketers many years ago. This information is timeless. It'll work just as well for you today and it will 20 years from now.

It's an extension of the golden rule that says, "Do unto others the way THEY would like to be done unto".

It starts with the premise that there are 4 basic and primary behavioral styles that are represented by 4 colors of the rainbow. For simplicity, let's call them yellow, blue, green and red.

When it comes to personalities, everyone's a "rainbow" of colors, but we each have a dominant color or behavioral style that we tend to express most of the time.

The key is to determine what your dominant color is and then learn how to quickly recognize the dominant colors of others to create more win-win situations.

After all, people like to do business with people they know, like and trust. And people tend to like those who are like themselves... which is why the personal branding / attraction marketing approach works so well.

To a certain extent, it's about learning to adapt and become a chameleon. But let me be clear and say that this information is NOT intended to make you to change who you are or change other people. You also don't wanna go around labeling people by their personality color.

As I go over each color, don't get caught up in thinking that one color is better than the other. There are strengths and weaknesses in ALL the colors, and you want to attract every personality type in your business if you want long-term success.

Identifying a person's behavioral style or color is gonna be based on external characteristics that you can observe or pick up thru verbal clues and listening.

The 4 Main Color/Personality Styles

1. Yellow (Phlegmatic)
2. Blue (Sanguine)
3. Green (Melancholic)
4. Red (Choleric)

Overview of The Yellows: The Nurturers & Supportive Relaters

Animal: Koala Bear (Soft & Gentle)

Population %: About 35%

Pace: Slow & Relaxed

Occupations: Teachers, Social Workers, Nurses, Peace Core, People Helping People Fields

Strengths: Easy to get along with, big hearts, very likable, great listeners (which is why they tend to have a lot of friends). They're team players, very loyal & dedicated. They avoid conflict and are very cooperative, which tends to giving them a peaceful demeanor. They're non-threatening, they love to help, they're the most patient of all the styles, and are very nurturing & supporting.

Weaknesses: They have a tendency to be overly sensitive and take things more personally, such as rejection for example. They tend to watch things happen instead of make things happen. They conform to the crowd because they don't want to "rock the boat".

They're generally unassertive and are usually walked over by some of the other types, not as goal-oriented, but seem to just go with the flow. It's easier for them to buy other people's excuses: "I can't go to the convention because I'm broke. Oh that's ok, I understand, the rest of the team will take notes for you and when we return we can have a pot luck and share with you what we've learned."

Likes: They dig getting to know people, being part of a team and being encouraged. They're into peace, love, happiness, animals, harmony among nature & mankind. They like volunteering for important causes. They like to help and give to others... especially the needy.

Dislikes: Pushy and aggressive people really irritates them, especially bullies. They don't like conflict or confrontation. Loud, obnoxious and overbearing people are definitely a turn-off. They don't like being pushed around even though it tends to happen quite a bit because they would rather submit than confront. However, there's what I call a threshold point where they'll snap and become more aggressive themselves if you've pushed them too far and for too long.

Predominate Brain Hemisphere: Right, but can do a good job tapping into the left side also. This is why they tend to get along with the other colors better

Excited by: Tranquility, stability, & harmony

Fears: Sudden changes

Strives for: The acceptance of others - they want to please everyone

Decisions are: When it FEELS right. Slower and they seek advice from others

Geometric Shape: Circle (It surrounds & nurtures)

Wants to be: Accepted - Likes to be liked

Wants You to be: Pleasant

Specialty: Support

They Become Depressed When: There's constant chaos & conflict - no peace

When Writing to Them: Be sincere, friendly & warm

When on the Phone with Them: Be patient, pleasant & warm. Talk about your team training and support that's available, your company's mission and cause, and let them know they're cared for and that their feelings matter

Motivated by: Being together and in harmony

Motto: “Let’s be friends and work together as a team so we can be one big family.”

Overview of The Blues: The Fun-Loving Promoters

Animal: Monkey

Pace: Fast & spontaneous – the most social of the group

Population %: About 15%

Occupations: Entertainment of some sort, party planning, musicians, hospitality, salespeople

Strengths: Blues are enthusiastic, outgoing, energetic, persuasive, playful, creative, charming, and motivating. They’re usually the life of the party. As outgoing extroverts, they’re excellent promoters. They’re bubbly, funny, refreshing, convincing, and animated. They’re genuine feel good type of people. They’re also big flirts.

Weaknesses: Generally speaking, they’re, well, generally speaking. In other words, they tend to talk a lot. And on top of that, they tend to talk before thinking. They’re disorganized, but tend to be disorganized in an organized way. They tend to be the poorest savers of all the styles. Their idea of checking the balance in their checkbook is to see if they have any more checks left.

If there are more checks, there must be more money. They’re poor on follow-up and tend to be forgetful. They’re known to be scatterbrained... they’re likely to go off on 5 different angles or subjects within the same 5 minute conversation. They have a tendency to exaggerate and sometimes come across as evasive or even phony. They’re big thinkers and dreamers and often have unrealistic goals.

Likes: They like to have fun and love to get compliments. They like recognition because they like to be in the “spotlight”. They like to party and have a good time. They like to know that you like them. They like testimonials. They like to get the big picture rather than the technical details.

Dislikes: They don’t like anything that’s boring. They don’t like too much technical detailed logical stuff, so don’t bog ‘em down with details. They don’t like anything or anyone that tries to take away their fun. They don’t like being alone or being pressured. They dislike systems, rigid rules, and long drawn out details.

Predominate Brian Hemisphere: Right-brained more than all the other styles. This is why they tend to be very creative

Excited by: Action and being free to be creative

Fears: Not being liked

Strives for: Recognition & applause

Decisions are: Spontaneous & based on feelings

Geometric Shape: Squiggle

Wants to be: Noticed & admired

Wants you to be: Fun & exciting

Specialty: Networking

They Become Depressed When: They feel the fun is taken out of their life

When Writing to Them: Be dramatic & informal, short to the point without a lot of facts

When on the Phone with Them: Have lots of energy and be playful, tell them about all the fun they're going to have, and be able to win awards and be recognized. Be enthusiastic!

Motivated by: Excitement and fun, and being a part of the chase

Motto: "Hey, let me tell you a joke, and then after that I'll tell you another one."

Overview of The Greens: The Cautious Analyzers

Animal: Owl

Population %: About 35%

Pace: Slow, methodical & systematic – task oriented

Occupations: Accountants, computer programmers, engineers, mathematicians, and architects

Strengths: Great follow-through skills and very dependable. They're the most organized of all the colors. They're accurate, precise and efficient. They're good at persisting through tasks that most would consider boring. Good problem solvers, well-read, and conscientious. They also tend to be very neat. They're great planners and once they commit, they'll consistently work their plans.

Weaknesses: Paralysis by over analysis. Tend to be too critical, picky and overly cautious. They're creatures of habit and hard to please because they're perfectionists. Easily depressed because most people and situations don't meet their stringent standards. They tend to be more pessimistic and skeptical than the other colors. They're generally withdrawn from others and tend to be loners. They'll spend lots of quite time seeking revenge from those who have wronged them.

Likes: Details, facts, analyzing, figuring things out, taking things apart. They like being on time, being right, being accurate, being precise, and being in control. They like organization and they like to schedule things. They like processes and systems. They like order and structure. Planning and preparing are definitely likes of the greens. They like things to be in a perfect line and they like things to stay in a box. They like predictability. There's a time and place for everything. Their timeframe to make a decision is 'next month.'

Dislikes: Change, being wrong, making quick decisions, disorganization, obnoxious people, pushy people and people who aren't on time. They don't like people who aren't precise and prepared, and they don't like spontaneity or surprises. They tend to put their emotions on the back burner.

Predominate Brain Hemisphere: More Left-brained than all the styles. This is why they're very analytical & fact oriented

Excited by: Logic and reason - being right

Fears: Being illogical & irrational

Strives for: Accuracy & precision

Decisions are: Slow & analytical

Geometric Shape: Square or box

Wants to be: Right

Wants you to be: Prepared, well organized & precise

Specialty: Planning, processes & systems

They Become Depressed When: There's no order and their life's a mess

When Writing to Them: Be prepared, precise, and specific

When on the Phone with Them: Be businesslike, calm, and precise. They don't want to hear stories - they want facts and statistics to back up what you're saying. Make sure to follow up

Motivated by: Being right & detailed processes

Motto: "Documentation beats conversation, therefore, can I get the facts please?"

Overview of The Reds: The Dominant Controllers

Animal: Lion

Population %: 15

Pace: Fast & decisive

Occupations: Top level executive, military leader, salespeople

Strengths: Reds are the people we call our natural born leaders. They tend to portray the most confidence of all the styles. They're powerful and take massive action towards their goals. They're very goal oriented and outspoken. They're the risk takers and actually thrive on conflict and opposition. They're very independent and self-sufficient with lots of energy. They can successfully juggle many tasks at the same time. They tend to make the quickest decisions once they've had a chance to gather and review the appropriate information.

Weaknesses: Even though they make the quickest decisions, they have a tendency to wait until the pressure builds up before taking action to complete a goal. In other words, they have a tendency to procrastinate at times. They're the most unsympathetic of all colors, meaning that they have a tendency to forget that other people have feelings. They're impatient and can come off as rude and pushy brats. They like to argue (they call it having a good debate). They're usually the most stubborn and un-teachable of all the styles because they already feel that they know it all. They're known to have short-temper, and they tend to be very domineering... and they don't listen well.

Likes: They like a challenge. They like telling you about their credentials and how important they are. They like to know that you're important and you're connected with other "important" people. They like, no they love being in control. They like power. They tend to like stress more than the other colors and work better under stress too. They like to argue and they like to win. They like being in charge. They like to lead. They like doing things that will make them money.

Dislikes: They don't like small talk. They don't like being behind. They don't like wasting their time and they don't like to follow. They don't like feeling like they're missing something... because they want to be on top of everything. They don't like to stop and smell the roses. They don't like to get too mushy and touchy feely in public. They don't like crying... it's absolutely prohibited in public! ;o)

Predominate Brain Hemisphere: Left-brained, but does a decent job tapping into the right also

Excited by: Action, action, action!

Fears: Being hustled & being soft

Strives for: Results & productivity

Decisions are: Quick & decisive

Geometric Shape: Triangle

Wants to be: In control

Wants you to be: Blunt and to the point

Specialty: Being in charge

They Become Depressed When: They have no control and no appreciation

When Writing to Them: Be brief and direct. Make your points quickly

When on the Phone with Them: Make your point, give options, and move on

Motivated by: Being #1, being the best, winning, accomplishment, and being in charge

Motto: "It's my way or the Highway, so shape up or ship out."