

# Personality Color Types

Knowing Personality Types is vital to your business because it gives you a clearer view on how your prospect may think or act. Giving you powerful insight into the human psyche. Making it easier and more effective to interact and communicate with that person.

Understanding personality types is not only beneficial in business but also in your life. It can provide insight into how you react to other people. For example, certain personality types have a tendency to get along better, while other personality types often are prone to arguments and clashes of style and opinion.

Okay so they're broke down into four main personality types. Red, Blue, Green, and Yellow. While no one can be totally defined by which of the four basic groups they fall into, once you learn how to read peoples color's (Red, Blue, Green, Yellow) you will have a competitive advantage in understanding what will be the most effective way to communicate with them.

Because you know as well as I do this is a relationship building business. And if you're not building relationships your not making money.

Before we get in to it.

**Warning:** Not all people fall underneath every single characteristic of a specific personality type. We all have attributes from every personality type. Most people lean towards a certain personality type because they have most or all of it's traits.

**Please Note:** That the personality insight is not meant to offend anyone it is purely for educational purposes.

Alright now that we go that over with lets get into.

## BLUE

They are fun loving. They live for the moment. They like bright things and happy people. They like to follow strong leadership as long as the leaders treat them nicely. They love a sense of humor in someone. They are very spontaneous. They are not very mindful of being on time. They are forgetful. They spend their money freely (don't save much at all). They love to travel and have adventures. They love to be outside in the sunshine. They love being social and meeting new people.

### **Blue Personality Type: The Life of the Party**

**Attitude:** Happy and upbeat

**Speech patterns:** Loud and fast.

**Priorities:** Living for the moment, and having fun

**Appearance:** Informal, trendy, bright and colorful, jewelry.

**Strengths:** They are animated fun and enthusiastic. They are optimistic, playful, bubbly, They have huge hot/warm market's they make every one around them happy and relaxed. They are spontaneous, they are the "life of the party". Love social settings, (Dance clubs Seminars, rallies, parties). Planning parties.

Good motivators and promoters. Quick to make decisions. Easy to connect with.

**Weaknesses:** They are terrible with details and follow up, They have a tendencies to talk to much, And worse yet , they do so without thinking. They are always late for everything. They are the worst savers of all the personalities. They tend to be indecisive. They tend to lie when they get in trouble and rarely look at the long-term consequences of their short-term actions. (leading to lots of regrets)

They tend to have a lot of drama in their lives. Jump from project to project. Have a hard time finishing tasks. They are very scattered with a very short attention span.. Take rejection personally.

They can ruin relationships by saying things that they regret because they talk before they think, or because they talked too much after drinking excessively. They build up very high debts "living for the moment" then paying it off forever. They ignore their problems and procrastinate in general. They are very forgetful leading to them being unreliable.

**WARNING:** There are HIGHLY FUNCTIONING Blue's

They are mindful of being on time. They have some control over thinking through their actions and their consequences. They can be good at following up with increased focus and effort. They think before they talk to some degree. They learn to have control when they are celebrating and partying. They face their problems and deal with them. They outline their daily tasks to help keep them on track. They cut back on some of their reckless spending. They can keep themselves focused pretty well even if their task is not fun and exciting. They learn to keep their focus even if they are bored.

**Dislikes:** Anyone that tries to take away their fun, people that are too forceful. Rigid rules, alarm clocks or any time constraints period. They dislike people that are too serious, people that ask too many questions. Dislike Talk Radio and news reports. (Total opposite of the Green Personality.)

Hate boring and tedious tasks of any kind. They don't like meetings & presentations. Won't read long sales letters or watch long drawn out videos. School settings, School work. Hate uniform or anything that makes them feel like everyone else. They like to stand out and be different. They hate feeling stupid.

**Likes:** They love the spotlight. They love the sun and the beach. Having fun and they love to know that they are in the "in" crowd and well liked. They like to make fast cash and love to dream big.

They love to go out and shop. They love loud music and dancing; They love to look great. And they love to travel. They love to be outside in the sunshine. They love being social and meeting new people.

Telling Jokes or stories. Laughing, Adventure. Live for the moment. Some are Dare Devils, Love roller coasters, body piercing, tattoos. jewelry. Blue's crave Variety. Always curious. Talk in slang. Love giving and receiving complements. Love to make up stuff, recipes, stories etc. They like to improvise. They like bright things and happy people. They like to follow strong leadership as long as the leaders treat them nicely.

### **How to move them**

- \*Tell them stories to make your points.
- \*Focus on short term objectives such as making fast cash.
- \*Let them know that you will be there to help them when they need you.
- \*Smile and laugh with them.
- \*Make it fun for them.
- \*Tell what to do, but do it nicely.

### **Identifying Blue Personalities**

**Dress:** Bright color's, Very hip and trendy, Usually more casual

**Appearance:** Trendy hair styles (any wild color's or styles) Spiked Hair with lots of gel.  
Can be wrinkled or sloppy.

**Tone of voice:** Upbeat and happy, Loud and fast

They use a lot of slang expressions and current "hip" terms (very informal)

**Timeliness:** They are late a lot of the time,

They go off on tangents and cause meetings to go off track/schedule

**Greeting them:** They will get very close to you

They are very informal (cool, hip handshakes, etc)

Give them a big smile and you start off on the right foot

**Persuading Them:** Tell them what they should do, but do it nicely

Focus on them hitting short term goals and making immediate cash

Let them know they will have fun and that you will be there for them

**Teaching Them:** Use an even tone of voice when correcting them

Tell them stories to make your points.

Don't belabor your points.

End comments on an optimistic, fun note.

Let them know they can do it, so they do not lose

Faith in themselves.

**Inspiring Them:** Give them simple, short term contests that they can achieve easily

Publicly recognize them when they achieve success

Let them know that to be included in "inner group" they need to produce solid results

Never go too long without some fun.

They will lose interest if it's all work, all the time

## GREEN

They are very logical and calculated in their thinking. They do not make “snap decisions; rather, they love to gather data to analyze before making a decision. They are naturally skeptical of people’s motives. They prefer getting facts over having intuition or depending on faith. They are very realistic. They have a tendency to prejudge people. They need a precise plan to follow or they do not function well. They need structure in general. They do not like surprises and are not at all spontaneous. They are perfectionists. They tend to be emotionally detached.

### Green Personality Type: The analytical side

**Speech patterns: Slow and soft**

**Priorities: Facts and organization**

**Attitude: formal, questioning**

**Appearance: Very average. Nothing to bright or expensive.**

**Strengths:** Greens are very accurate, dependable, efficient & prompt. Usually they are very well read. Up on current events. Extremely organized. Very computer savvy. They have awesome follow up skills. They usually get good results as long as they have precise plan to follow. Good memories.

**Weaknesses:** They have a problem with being to cautious paralysis by over-analysis. They miss out on a lot of opportunities because they need to see documented success before they take action.

They are very suspicious and skeptical of people’s motives, they tend to be the most pessimistic of all the personalities. Greens don’t see the point of small talk & they tend to be introverted.

Greens don’t get, “Facts tell stories sell”, They bombard their prospects with facts.

They would rather be right than rich. They let their ego’s get in the way. They have a tendency to prejudge people. They take a long time to make decisions. Have a problem finishing projects because they are too busy making it perfect. Or they over analyze

everything to the point of not taking any action. Greens don't show excitement. They tend to be emotionally detached.

They expect everyone and everything to be perfect and are very critical if they are not. They are very unforgiving. They are difficult to get close to because of their distaste for intimacy. They are too skeptical. They miss out on a lot of opportunities because they need to see documented success before they take action. They come off as cold and uncaring. They can be selfish. They need to win every argument and do things their way. They are not very social.

**WARNING:** There are HIGHLY FUNCTIONING Green's

**Who learn to "just do it" and grasp the concept of learning from your experiences, instead out of a book. They stop being so judgmental of people and especially stop prejudging people before they really get to know them. They learn that they do not to win every argument. They don't need facts for every decision. They learn the value of faith. They open up their emotions to people they feel comfortable with. They lose their deep need to be perfect and develop a desire to be excellent instead. They learn how to be focused on results over methods when trying to achieve success.**

**Dislikes:** They abhor sloppy people, unorganized people. Spontaneous actions. Surprise parties. Anything that is unexpected. Hate liars. They lose respect for people who are late. Greens do not like flashy people who spend money frivolously. They can't stand exaggerations or hype. Not very big on Public displays of affection. Shopping. Distractions and Change.

Hate not receiving credit for stuff they do. Hate people to micro manage them.

Procrastinators, wishy washy people. They don't like improvising. Hate not having the

Correct tools for their projects. Hate long stories and testimonials. They just want the facts.

Dislike going to parties, loud noises and loud people. (They are the opposite of the Blue personality.)

**Likes:** They like to reach & achieve objections. They like being "online" CNN; details; spread sheets and facts. Like to save money any way they can. They like things and people to be on time and predictable. They like Accuracy and Honesty. They like order structure, planning & being prepared.

Like to Micro Manage. Like to confirm information etc. Love to do research. High tech people. Love technology.

Some love video games. Computer programing. Science fiction Movies & books. Some Greens always have a pen in their pocket.

Greens will read long sales letters and check out every page on your website and watch every video. . They are information seekers. Fold their arms a lot. Like to point out when other people are wrong.

Love learning new things. Greens take the time to inform you of your spelling mistakes on blog post, emails etc.

### **How to move them:**

- \*Provide a special game plan to achieve their immediate financial objectives.
- \*Just let them scour your website before doing anything else.
- \*You need to give them the facts and leave them alone.
- \*Don't do the take away. That turns them off.
- \*Give them logical reasons to do your business.
- \*Make sure you avoid any hype or emotion it turns them off.

### **Identifying Green Personalities**

**Dress:** Very nondescript. Nothing that stands out.

Nothing flashy

Nothing trendy or expensive

Older generations Leans towards formal and conservative younger generations Leans towards t-shirts with clever sayings



**Appearance:** Hair style very standard. Nothing wild or stylish

Least concerned about appearance

Some do not have very good hygiene

Most likely to wear glasses (over contacts) and be

OK with baldness or physical imperfections Usually greens aren't over weight.

**Tone of voice:** Borderline monotone. Slow and deliberate

Very articulate. Very little slang. Good vocabulary

**Timeliness:** Very prompt, Upset when others are late, Efficient with use of time.

Very little small talk.

**Greeting them:** They will not get close to you (some are very germ conscious)

They like having their space No wild handshakes. Usually no smile or small talk coming from them

**Persuading Them:** Do not tell them what to do. Explain their options and back off

No hype. Make logical arguments Use as much 3rd party documentation as possible (the more facts, the better) Explaining placement properly (without pressure) is very effective.

**Teaching Them:** Give it to them straight. Don't sugar coat things.

Be specific with your comments always offering how to find solutions.

Walk your talk. They won't suffer a hypocrite.

Refer to documented sources to validate what you are teaching them.

**Inspiring Them:** Do not look over their shoulder all the time.

Raise their expectations (not the realistic ones they will have naturally)

Stress excellence over perfection.

## YELLOW

They are very personable and friendly. They are very loyal and excellent team players. They are supporters rather than leaders. They will follow an ethical leader. They are huge on honesty and integrity. They are very family oriented. They love animals and the great outdoors. They are very environmentally conscious. They are natural peacemakers. They do not like conflicts and confrontations. They love to volunteer for a worthy cause. They do not like people who are materialistic or greedy. They do not like people who are phony, and they are very intuitive. They are very creative and expressive.

### Yellow Personality Type: The Sensitive Soul

**Priorities: Communication, Creating, Helping Others**

**Speech patterns: Slow and soft**

**Attitude: Passive, laid back**

**Appearance: Casual and very informal, earth tones**

**Strengths:** Very easy to get along with. Very personable and friendly. They are great listeners. They have a lot of genuine friendships, therefore, big hot/warm market. Very unselfish. They are great team players They are extremely creative and expressive. They are dedicated and patient. Warm, Loyal and Supportive (They are supporters rather than leaders). They will follow an ethical leader.

**Weaknesses:** Overly sensitive to criticism and rejection. They take things very personal, especially rejection from a missed sale. They have a tendency to get pushed around or even get walked on by others. They are not goal oriented or highly motivated to achieve excellence in a business setting. Worst of all they always buy people's excuses or reasons for not achieving their objectives, being too sympathetic.

They shut down when someone confronts them or yells at them. Yellow's Hold grudges.

They hold their emotions in for long periods of time if they think expressing them will cause a conflict. When they get to a breaking point they explode (worse than a Red's outburst).

Trust people easily, very gullible. Hesitant when asked questions and take a long time thinking about the answer.

They dwell on problems. They can talk your ear off when you are in a hurry, and get offended if you are abrupt with them. They are professional worriers. They beat around the bush when confronting anything unpleasant.

**WARNING:** There are HIGHLY FUNCTIONING Yellow's

They can take criticism and rejection without taking it personally. They learn not to dwell on problems. They learn to be empathetic instead of sympathetic. They learn to be aware of when other people do not have excess time to "chit chat" and let them go without thinking they are rude. They learn how to be more goal oriented and results focused. They learn how to confront issues and express their feelings even if they don't think they will be popular. They realize that they cannot save everyone; they can only help those who want to save themselves.

**Dislikes:** Greedy people. Selfish people. Loud people. Pushy people. Profanity. People who destroy our environment or our animals. Materialistic people, arrogance. Hate when things aren't fair. Jerks. Emails and other things that feel impersonal. Making tough decisions. People who talk over them.

They do not like people who are phony, and they are very intuitive. environmentally conscious. They do not like conflicts and confrontations. (Very opposite from the Red personality type.)

**Likes:** They like to sell products that truly make difference in peoples lives. Peace and harmony

They love to read a good book, and they love art. They like to volunteer their time. Family oriented, they love the outdoors and are very spiritual. They like to help people with there problems.

Love Hugs. They're very touchy feely people. Like talk shows. Crave Attention. They're people watchers. Love soft music and long term friendships. Calm settings. They are huge on honesty and integrity. They love animals and the great outdoors. They are natural peacemakers.

Some are into health food and recycling things, Growing a garden. Environmentally conscious.

### **How to move them**

- \*They love story tellers
- \*Show genuine concern about what their needs are
- \*They don't care how much you know unless they know how much you care
- \*Testimonials, especially about people with great product results.
- \*Nicely suggest what they should do, always guiding them on a slower path.
- \*They are emotional buyers.
- \*Show "Big Picture" in relation to helping thousands of people.

### **Identifying Yellow Personalities**

**Dress:** Casual and comfortable. Not expensive, flashy or trendy. Lots of earth tones.

**Appearance:** Longer hair. Not styled any special way.

Nothing flashy for jewelry, etc. Least physically fit of all groups.

**Tone of voice:** Happy and warm tone to voice Speak softer and slower than other types  
Rarely sharp or sarcastic.

**Timeliness:** Usually on time or early. Respectful of others time.

Spend much of business time making small talk and building rapport.

**Greeting them:** They will get close to you. They may even hug you.

Softer handshake. They respond well to a warm smile and eye contact.

**Persuading Them:** Be sincere and interested in their needs (listen to them)

Tell them what to do, showing them a slower path to get started.

Do not challenge them or be boastful or materialistic.

They respond to honesty and integrity.

Show them the 'Big Picture'

**Teaching Them:** Compliment them, correct them very nicely, then praise them for their commitment

Be very mindful of your tone of voice. Do not yell at them and don't cuss.

If they know you care about their well being, they will take instruction.

They respond well if you make them feel guilty about letting you down.

**Inspiring Them:** Don't put them in competition with individuals

(Talk team victories) Let them know their production is helping others.

Let them know you will be proud of them if they achieve.

## RED

Reds portray a confident attitude. They are challenge oriented. They have a strong desire to win. They like being with the beautiful, “top of the food chain” type of people. They are usually insecure and need to get their approval from others, which is the main reason they overachieve. They are good decision makers. They are selfish. They can be short with people. They like having the best of everything. They enjoy VIP treatment. They are not very good team players. They like to be in the spotlight.

### Red Personality Type

**Speech patterns: Fast and loud**

**Attitude: Aggressive, direct**

**Appearance: Formal, classy, flashy**

**Priorities: Winning**

**Strengths:** These are our “natural born leaders”. They are fearless. They are goal oriented and thrive on competition. Self sufficient, dynamic and energetic. Independent. Reds portray a confident attitude. They are very decisive and determined. Good decision makers.

They don't hold grudges. Quick to answer questions. They have a strong desire to win.

**Weaknesses:** Very self centered and egotistical. They tend to forget other people have feelings. They are usually closed off emotionally, and very sensitive to criticism.

They are very selfish. They tend to be unteachable because they know it all. Not sympathetic or understand of others needs or situations.

They can appear rude, arrogant and pushy. It's their way or the high way. Bad listeners. Red's can easily get addicted or obsessive. Have anger issues. Credit stealer's. Cut other people off when they are talking. They seek confrontation.

They are usually insecure and need to get their approval from others, which is the main reason they overachieve. They are selfish. They can be short with people. They are not very good team players. (Opposite to the Yellow personality type.)

They are very insecure so they have to put on a hard outer shell to keep people from recognizing their fears and self doubt. They will do anything to win, whether it is ethical or not. They can be sociopaths who create their own moral universe. They crave constant reinforcement of their value from others. They are very egocentric. They are verbally abusive to people. They use fear and intimidation to manage people. They are horrible listeners. They expect, and demand VIP treatment. They resent it when others are in the spotlight. They are demanding of everyone. They are boastful. They are defined by their possessions. They are above all the rules that regular people need to follow. They have a strong sense of entitlement.

**WARNING:** There are HIGHLY FUNCTIONING Red's

They are meek (meaning they have strength under authority). They are very driven to win, but they will not do things unethically to win. They have good self image and do not NEED the approval of others. They are somewhat self-centered, but have an awareness of others needs. They thrive on challenges. They have learned to listen to others and include people in their decision making process. They like VIP treatment, but don't need it. They want the spotlight, but respect and acknowledge others for their achievements. They are willing to work hard to earn what they get. They don't go out of their way to express their emotions, but they can do it. They are empathetic to others.

**Dislikes:** They don't like small talk. They hate cheap stuff, and they hate waiting. They don't like showing emotion. They don't like to be followers. They hate losing. They hate wishy-washy people.

Hate showing their weaknesses. Lazy people. Gold diggers. People who over promise and under deliver. Cry babies. Going coach on planes. Coupons. Video games.

Slow people in fast lane. Peoples excuses. Hate being wrong. Hate not having money. Long winded people. Other peoples opinions.

**Likes** They like to get things done in a hurry. They like challenges! They like giving you their credentials. They like being with the beautiful, "top of the food chain" type of people. They enjoy taking risks. They like expensive designer brands. They like power. They must be in control. They like to the control conversation. Thrive for success.

Reds love being on stage. Flashy expensive things, cars, jewelery, clothes etc. Fast Cars. They like having the best of everything. They enjoy VIP treatment. (Private parties) Buy things. Money. Being Right. Exposing peoples weaknesses. Sports. They want to know how long, how fast, they're on the now clock. Like to know what's in it for them. They're on the fast track. They like to be in the spotlight.

### **How to move them:**

- \*Let them know what you can do for them.**
- \*Give them options, not opinions.**
- \*Show them the big picture and how they can prominently fit into it.**
- \*Play up their egos.**
- \*Challenge them.**
- \*You have to use the take away, on them.**

### **Identifying Red Personalities**

**Dress:** More formal than casual. Expensive, Designer (even with casual clothes)  
Classy and/or sharp look.

**Appearance:** Shorter hair styles. Sharp and classy over trendy  
Rarely anything un-groomed or out of place.



**Tone of voice:** Loud and forceful. Can be profane and/or sarcastic.

Rather rapid pace of speech.

**Timeliness:** Usually a few minutes late cause they have full schedules.

Very upset if they are on time and you are not.

Always seem to be in a rush.

**Greeting them:** They usually have a firm handshake.

They have a space in front of them you should not violate.

Speak confidently and loudly to gain their respect.

**Persuading Them:** *Do Not* tell them what to do.

Challenge them. They want to get fast, big results. Show them an aggressive plan to follow.

Flatter them.

**Teaching Them:** Praise them, then nicely make correction, then praise them again. Don't criticize them. Be firm and certain of what you are saying.

Do not embarrass them.

**Inspiring Them:** Challenge them and put them into competition.

Expect a lot from them.

Please Note: Not all people fall underneath every single characteristic of a specific personality type. We all have attributes from every personality type. Most people lean towards a certain personality type because they have most or all of it's traits.