

“Powerful Networking Secrets:

Create a Lifelong Income Partner In 15 Minutes!”



By Michael Dlouhy
“Be a mentor with a servant’s heart.”

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By Michael Dlouhy

1- Introduction

There was a TV show in the late 1950s, "Broken Arrow." It was the story of an Indian agent named Tom Jeffords and the great Apache warrior chief, Cochise.

I only remember one scene.

To show their trust & loyalty for each other, Jeffords & Cochise each drew a knife blade across one palm, then put their hands together, mixing their blood. This made them "blood brothers," bound to each other for life.

That was an exciting, gallant, romantic act to a lot of 8-year-old boys. I guarantee you it resulted in a lot of cut fingers ... a lot of vows of lifelong loyalty ... and a lot of "blood brothers."

In this e-book, I'm going to show you how to create lifelong "blood brothers" and "blood sisters" (loyal income partners) within 15 minutes of meeting a person ... with ZERO bloodshed!

A Word About The "15 Minutes"

The title says, "Create a lifelong income partner in 15 minutes." This may be slightly misleading on a couple of counts:

1. You can actually do it in 2 minutes - but that seems too far out there for most people to believe. And besides, the person will be so fascinated with you that you probably won't be able to get away from them for at least 15 minutes.
2. The "15 minutes" refers only to your initial encounter (on the phone or in person). To sustain your new "blood brother" or "blood sister" relationship, you must do consistent follow-up with the person. None of your follow-up sessions need to be long, but they do need to be regular.
3. One more thing ... It has to be fun. I live for fun. If it isn't fun, I'm outta there!

The Most Fun & Exciting Part of My Life ...

... is seeing people go from failure to success ... seeing them achieve dreams that once seemed impossible to them ... seeing them learn and grow. I love to read their success stories.

Linda & I have been involved in network marketing since 1979, full-time since 1991. That's our passion, that's where our experience is. So many of the examples in this e-book come from our network marketing background.

But the tools you will learn here are applicable to ANY situation in your life, ANY relationship. Personal or business, network marketing or running an auto parts store.

So here's the deal.

You can quickly – within 1-2 minutes – identify the personality type of the person you are dealing with. And then you build a bond with them, based on what you know about their personality type.

- It's easy.
- It's simple.
- It's quick.
- It's effective.
- If you are reading these words, you can do it.

So as you read this ebook, please relate what you read to what YOU do and who YOU are. That's how you'll get the most benefit from my experience. That is how you will learn to create lifelong "blood brothers" & "blood sisters" to enrich your own life.

I appreciate you!



Michael Dlouhy

Michael Dlouhy
Brooksville, Florida

2- The Lesson I Learned From Turnley Rucker

Have you ever wondered why some people succeed, while others never do?

I used to wonder about that a lot. And the answer that kept coming up over and over again was, successful people made the effort to understand what really makes people tick ... what motivates them ... why they make the choices they make

That is what really led me into the personality studies.

400 years before Jesus Christ, the Greek physician and philosopher Hippocrates wrote about the four basic personality types and called them Phlegmatic, Sanguine, Melancholy, and Choleric.

In 1921, Dr. Carl Jung wrote the most detailed book ever on this subject. He called the 4 personality types Feeler, Sensor, Thinker, and Intuitive.

Florence Littauer later wrote a detailed book about Phlegmatic, Sanguine, Melancholy, and Choleric. When I read that, I thought, "Migosh, I can't even spell those words."

It was very, very, very confusing.

Since then, many others have written books and recorded audiotapes on the subject, including:

- Michael O'Connor
- Kathryn Briggs
- Dr. Tony Alessandra
- Jim Cathcart
- Tim Lahaye
- Dr. Bernice McCarthy
- Jerry Clark

My personal thanks to all who have contributed to the personality-type knowledge base. Their research & conclusions are the basis for our mentor training.

Over time, I've had a ton of personal experience observing these personality types and dealing with them.

Some years ago, I was driving home with a very dear friend, Turnley Rucker. We were coming back from Orlando. Turnley & I were working a network marketing program.

Turnley was an old-time insurance salesman. He would set up appointments, and we would drive to them. And it was always at a business office. He always set appointments with professional people.

So we're driving back from Orlando, from the 7th presentation we'd been on.

And Turnley says, "Man, I am just stunned. I am amazed."

I asked, "Why?"

He said, "Well, we've been on 7 presentations and we've sponsored 7 people."

I told him, "Well, yeah. That's a good thing."

Turnley said, "Sure. Absolutely. But what amazes me is, we have talked to 7 people, and you have done 7 different presentations. How'd you know to do that?"

I told him they were different people with different personalities.

And he asked how I knew that.

I told him it was:

- the way they dress
- the colors they choose
- the pictures in their office
- the look of their desk
- the way their office was set up

And a lot more little things that just screamed at me what personality type we were dealing with.

At that point, Turnley said, "You know, Michael ... you need to teach this to your people. Explain it to me."

So I did a coaching session with him on the trip back from Orlando. That trip was less than an hour. Turnley got it very quickly.

And he really started something. I've taught these incredible techniques to hundreds of people over the years. In fact, the first Saturday of every month, we get over 100 people on the conference call where I teach these skills. Many of them would tell you their lives changed forever once they learned the personality types.

I know of no other subject that when used correctly can have such a positive impact on your life and your business.

This stuff works. It's not hard. It's great fun, as a matter of fact.

And it's very profitable. So let's get started.

(Phlegmatic)

Yellow 35% 

- Motto: Let's be FRIENDS!
- Occupation: Teacher, Nurse, Counselor
- Voice: Soft and Gentle
- Dress: Casual and Comfortable
- Strengths: Dependable, Team Player, Patient, Supportive and Nurturing
- Weakness: Over-Sensitive, Followers, Not Goal Oriented
- Key Words: Team, Together, Relationship Family
- Dislikes: Pushy People, Bullies, Conflict



Open

(Sanguine)

BLUE 15% 

- Motto: FUN, FUN, FUN!
- Occupation: Sales, Entertainment, Public Speaking
- Voice: Loud and Fast
- Dress: Stylish, Flamboyant, Colorful
- Strengths: Promoters, Convincing, Enthusiastic, Creative High Energy
- Weakness: Talk too much, Poor savers, Poor follow-ups, Unorganized, Exaggerate
- Key Words: FUN, Excitement
- Dislikes: Not having fun, Facts and Figures, Being Alone, Not having FUN!



Indirect

Direct



- Motto: Let's Get the Facts and Figures
- Occupation: Accountant, Engineer, Research 
- Voice: Soft and Polite
- Dress: Formal and Conservative
- Strengths: Organized, Planners, Accurate, Persistent, Follow Through
- Weakness: Over-Analytical, Hard to Please, Depressed, Lonely
- Key Words: WHY, Graphs, Charts, Research, Exactly
- Dislikes: Pushy People, No Facts, Being Late



Green

(Melancholy) 35%

- Motto: Get Out of My Way!
- Occupation: CEO, Attorney, Airline Pilot
- Voice: Forceful with Volume 
- Dress: Dress for Success
- Strengths: Focused, Goal Oriented, Intense
- Weakness: Ego, Short Tempered, Domineering, Impatient, Un-teachable
- Key Words: MONEY, Power, Control, To the Point
- Dislikes: Indecision, Chit-Chat, Losing Control



Red 15%

(Caloric)

Self-Contained

3 - Colors Chart: Open, Self-contained, Direct, Indirect

Here's the magic. Make yourself a chart.

On the very top, put "Open."

On the very bottom, put "Self-Contained."

On the far left, in the center, write "Indirect."

On the far right, in the center, write "Direct."

Draw a line from "Open" to "Self-Contained." Draw another line from "Indirect" to "Direct."

Yellow – upper left

You now have 4 quadrants. The upper left quadrant is open and indirect. That is **Yellow**, the nurturer.

These are just amazing people. They are the best listeners. They're dependable. They're easy to get along with. They are team players. They are so patient and supportive and they're nurturing.

They're very open with their feelings, but they are indirect. In other words, you ask them a question, they answer, and they stop.

When they answer your question and stop, that means they're open, but they're indirect. That is a yellow.

Yellow has built the largest organizations, when they finally get the belief that they can do it.

Yellow is polite and soft-spoken. Happy with themselves. They enjoy life and they enjoy being alive. They dance to a different drummer. They don't like confrontation. They hate any kind of bully.

Blue – upper right

Blue is direct. You ask them a question, they don't quit answering. They just keep going and going and going until you have to interrupt them to ask the next question. THAT is direct.

And they're open. **Blue** will tell you their life story, including all the gory details you never wanted to know.

The combination of open and direct means that **Blue** is very confident in what they know and what they do. They can walk up to anybody and talk about anything. Blue loves being with people and is always the life of the party.

Green – lower right

Green is indirect like **Yellow**, and self-contained.

Understand something. When you're talking to **Green**, they're trying to calculate and figure out ahead of you why you're asking the question. So you need to take a breath. You need to slow down.

You can't talk too fast with **Green**. They are indirect & self-contained. They think they're the smartest people on the planet. So what they do is, they try to figure out, calculate and analyze why you're even asking them the question.

So ask the question and let it sink in before you go on. Slow down the pace. The indirect will not give you more information than they think you need. (Yellow & Green)

They enunciate their words correctly and they talk slower, so that while they're talking, their mind is still figuring out why you're asking the question. In fact, **Green** spends so much time in their head, trying to figure things out, that they get paralysis by analysis.

Recognize that. Give **Greens** a breathing space when you talk to them.

Green expects you to listen to what they have to say. If you don't listen to them, they'll scratch you off their list. And never be late with a Green. If you have an appointment with them, be on time or early. One minute late is noticed and frowned on. Greens are very punctual people. They pride themselves on being punctual and correct.

Red – lower left

Red is very direct, like the Blue. But what happens is, sometimes people think they're being open, when they're not. They are just very, very direct. Direct and self-contained. They will go right to you and want to know why you are asking that question.

But then they're also self-contained, like the Green. They won't show you their weakness. It's critical to them that they keep that away from you.

Red is so direct in answering your question that you might think they're being open with you. But they aren't. They're being direct, and they are going to control the conversation. They're going to ask you a question, and don't think you're going to avoid the question. They will get their questions answered.

Red is money-motivated, driven by money. Everything in their core revolves around money, success, being #1 in the company. **Yellow** isn't at all focused on money, and they often have more of it than **Red**.

Red also demands a show of respect.

If **Red** calls you and decides to join your network marketing business, don't dare try to stick them under somebody else. They are going to be sponsored directly front-line to you, or not at all. "I don't need anybody to burp me, diaper me, hold my hand. So don't you think you're going to put me under somebody else."

So don't go there.

And don't think you're going to coach **Red**. Because **Reds** are not coachable. Some of my very best friends are **Reds**. But I wouldn't have them in business with me if you gave me the company.

I wouldn't do it.

You go out to eat with **Red**, they try to order you to eat what they're eating. If you meet with them in their office, they never tire of telling you how their company's success depends entirely on their actions.

I just couldn't tolerate their ego.

4- The Four Personalities Go On Vacation

Let's look closely at how the four personalities act and react with each other. This example will help you really get a feel for each of the four.

If you are a Yellow personality ...

You take sensible vacations. You don't want to spend a lot of money. That's important to you. You'll drive to the destination – you don't have to fly there. You don't need to stay at the Ritz-Carlton. It doesn't have to be first class.

You love a camping trip, hiking beside the roaring brook. You want to walk along that river bank. You may think of a place like the one up in Maine where our family has gone hiking before, up to Mt. Kitahdin.

You can go on the backside of the mountain and can hike for a day, just to get up to the base camp behind the mountain. You'll have your backpack on. You're dressed in very casual clothes, hiking shoes or sneakers. You may have a walking stick, as you hike by the river up to the base camp.

That is a fun vacation for the **Yellow** personality.

Now ... let's say the other Colors go on this vacation with you. Here's what happens:

Blue will go up to the base camp, too. But he'll be riding a dirt bike. Or he'll take a raft up the river, to get to the base camp. He won't be hiking and walking and sweating.

Green will say, "Well. Let's look at this. That is too far to walk." So she'll just stay at the first camp and study all the literature, all the maps, all the brochures. She'll calculate how many miles it is to get to the base camp to get to the top of the mountain. And she'll figure which is the best way to get there.

Then she'll go to the shop at the camp and buy the postcards for that trip, just as if she'd done it all and taken the pictures herself. She'll lay it out, map it out, figure it out. She'll find exactly where the Indians fought the battle, and she'll get pictures of all those specific locations.

So the **Yellow** hikes it. The **Blue** dirt bikes or rafts it. The **Green** psycho-analyzes it.

And then there's the **Red**. If **Red** has to go on that same vacation, she'll just rent a helicopter and have it drop her off on top of the mountain.

That's what happens when they all go on Yellow's favorite vacation.

If you are a Blue personality ...

Wherever you're at, whatever you're doing, you want excitement. When we went to Maine the last time, where my wife's family lives, I wanted to go mountain climbing. But we ran out of time. So I told my son Matthew, "Let's rent a seaplane."

So we rented a seaplane for several hours, flew up the backside of Mount Kitahdin, flew over the top of the mountain, saw all the lakes. So instead of climbing the mountain, we just flew over it. We saw the wild moose roaming the wilderness. It was just amazing.

Blue will do anything that's exciting, fun, fast-paced, things like that.

You love to go deep-sea diving, snorkeling, scuba diving, spearfishing, anything to do with fun, and fast-paced.

The **Yellow** vacationing with the **Blue** won't go diving. They'll help the **Blue** get the gear on. **Yellow** doesn't want to mess up Mother Nature. They'll be happy to just fish from the boat. **Yellow** will catch a fish and carefully remove it from the hook, then dip it gently into the water to let the water move through its gills, then release it.

So that fish gets all relieved about getting back in the ocean, and he swims happily back down to the bottom. That's when **Blue** sees him and shoots him through the head with a speargun.

Green will be on the boat analyzing the whole thing. How can you risk scuba diving when you don't know and prepare for ALL the creatures & hazards below? Sharks, for instance. Or maybe the boat propeller would start, and you'd get cut to bits. You just can't go until you've prepared for every possible problem (which will take until long after the boat docks).

Once, I was going to Maine for hunting, and I blew the transmission in my diesel Chevy pick-up, 700R4 transmission, I was racing a BOSS Mustang at over 100 MPH, and my transmission couldn't handle it. We got towed into a transmission repair shop, and I spent a couple days there in Fredericksburg, VA.

So I was forced to enjoy the heritage and the holes in the roofs where the cannon balls came crashing through. It was a beautiful place, but it would've been more exciting to be there when the cannon balls were coming in. THAT is the kind of thing **Blue** wants.

We did go by the cemetery where many of the Civil War dead are buried. What history. It was great. But as a **Blue**, I'd never have seen it if we hadn't blown that transmission ... while the **Green** would search it out.

Red will be in the cabin, in the air conditioning, playing cards.

If you are a Green personality ...

You're very interested in going to the national monuments & parks. You love to go to Washington, D.C. and see the Lincoln Memorial and the Washington Monument and the White House and the Smithsonian Institute. You spend a lot of time there studying American history. Blues don't care. Yellows would just as soon go camping. Williamsburg, Fredericksburg, those are on the Green agenda.

You analyze it all and see all the history, You do love excitement, so long as it's history and you can read about it or hear about it. You just don't want to do anything too exciting NOW, because that would be risky.

Yellow going on vacation with **Green** will be reading & hearing about all the people who got killed in the battles. They'll be weeping and feeling bad about all those poor people who died in the Civil War, feeling sorry for everybody's ancestors.

Blue will look and say, "Man. Lotta people died here. Let's go someplace else!" Blue wants to go down and go whitewater rafting, or spend the day up under Niagara Falls, checking it out.

Red will have a catered dinner somewhere and say, "Let me know when y'all get done!"

If you are a Red personality ...

So now we'll all go with the **Red** on a trip to Hawaii.

When you go on vacation, it's going to be planned. Doesn't matter if you don't have the money ... you'll just put it on a credit card. It's got to be the best of the best. You travel to Europe ... you want to see distant places.

Money is no object. You might fly to Hawaii, first class plane tickets, the hotel penthouse suite, the best of the best, all the way.

Green will be paranoid because of the cost – it's such a waste of money. "Money, money, money. Ohmigosh! We didn't have to fly 1st class! Migosh, migosh, migosh. We coulda flown coach. We didn't need to do that!"

Green will be so frustrated over how much money **Red** is spending, they won't have a good time, no matter where they're going.

So you're in 1st class. **Green** is worried about the money.

And **Yellow** is worrying, too. "Gee, we don't need that much dinner. Think of all the homeless people this meal could have fed. We don't need that much food. Our trip is hurting the environment. Think how much it'll cost in fuel. This is a wasted trip. We could have saved all this money – think what this money could have done! We should have just walked the beach & swam somewhere." Yellow looks for all the new places they can see in the U.S.

And **Blue** will be walking up and down the aisle, all over the place, floating around, chatting, talking up everybody.

So money is no object with the **Red**. **Blue** doesn't care about it one way or the other. **Green** will never have fun because you're spending too much. And **Yellow** will feel guilty because of all the other wonderful humanitarian things you could have done with the money.

This glimpse at the Colors on vacation should start to give you a feel for the differences in the 4 personalities in real life.

5 - Evaluation: Strengths & Weaknesses of Each Personality

When you can tell somebody their strengths & their weaknesses very quickly – and you are mostly RIGHT – you have their attention. You can build an instant bond with them when they realize you understand what makes them tick.

You don't even need to get it all right. Tell Susie a few things and hit a couple of good points that are true for her, and she will be totally amazed at your insight. If she is someone you want as an income partner, then you want to know her strengths, so she can focus on these in achieving greater success in both her business & personal life. And you will especially want to know her weaknesses, so you can mentor her to progress beyond them.

Yellow

Strengths

- Best listener
- Dependable
- Optimistic
- Easy to get along with
- Team player
- Most patient
- Great at supporting others
- Natural born nurturer

Weaknesses

- Oversensitive
- Take things personally
- Agree with other people's excuses
- Get taken advantage of by others
- Not goal-oriented

Green

Strengths

- Most organized
- Great planners
- Dependable
- Task persistent
- Great on follow through
- Accurate
- Problem solvers

Weaknesses

- Paralysis by analysis – inability to make a decision, for fear of being wrong
- Perfectionists - very hard to please
- Naturally pessimistic about everything

Blue

Strengths

- Excellent promoters
- Enthusiastic
- Bubbly
- Motivating
- Convincing
- The life of the party
- Very creative

Weaknesses

- Un-organized
- Scattered
- Poor on follow-up
- Exaggerate
- Short attention span

Red

Strengths

- Best negotiator
- Lots of energy
- Risk taker
- Confident
- Natural born leader
- Action, not talk
- Independent

Weaknesses

- Big ego
- Domineering
- Un-teachable

The best mentoring you can do for ANY of the Colors is to get them this ebook. The more a person understands all 4 personality types and their strengths and weaknesses, the better that person becomes at overcoming their own weaknesses and adopting the strengths of the other personalities.

6 - If You Don't Know What People Really Want, You're Bound To Fail!

My network marketing mentor, Tom "Big Al" Schreiter, has traveled the world helping people build their business. I'm going to tell you about a survey he's done, because it really illustrates a universal truth.

Tom has discovered the criteria which network marketing prospects consider most important in deciding on a company to affiliate with. He gives prospects a list of factors and has them number the list from 1 to 10, most important to least important.

Here's the list

- Company literature shown
- Marketing plan and potential earnings
- Training provided
- Who gave the presentation
- Product line
- Company management experience
- Up-line support
- Company image
- Sales kit provided
- Being first in your area

When asked how they think prospects rated these criteria, most people in my business get it all wrong. And that's bad.

Because this is really important, whether you ever work in network marketing or not.

#1, and it won by a landslide is:

1. Who gave the presentation?

Is that a surprise? It's about YOU. People join people, they don't join companies. So the most important item to prospects by far is "who gave the presentation?"

Again, that's from a prospect standpoint. Look again at the other items on the list. Many reps think it's more important to know the company name, how long it's been in business, who's the founder, and so forth.

But the prospect wants to know exactly who gave the presentation. It's a people business. When you care about people, they relate to that.

2. Upline support

Back to YOU again, the 2nd most important factor, again by a landslide. Prospects need to know if YOU will be of any help to them. And will the upline be any help?

So number one is, people join people ... but #2 is pretty much the same. They want to know if they can do it. And we're definitely not going to join somebody we don't like, because then we'd have to work with them.

3. Training Provided

Look at this! They aren't even wondering about money yet, we haven't talked about a company, we're still talking about YOU. #3 is about you again. Do you have a conference call we can plug into? Do you have some systems in place to help us be successful? Do you have training? Does the company do training? Are you a good sponsor? Will you help me?

People aren't sure they can do it themselves. But if they know they'll be trained by someone who's good, that raises their belief level.

So what's this all mean?

Well, when you're looking for an income partner – or a life partner – the most important thing to them is not what your deal is.

The most important thing is who YOU are. Honest? Dependable? Smart? Friendly? A good coach? Will you be there when they need you?

THESE are the key criteria people use to make a decision about whatever you are offering them. Your time is much better spent learning to build personal relationships that memorizing the 73 ways your widget beats the competition.

THAT is what your prospects think.

7 - The MOST Powerful Networking Secret

I was at the Distributor Rights Association convention in San Antonio in April, 2005. I was running a booth for my business, MentoringForFree.com.

A big banner behind me read,

MENTORING FOR FREE

The place was jammed. Lots of booths and vendors. Lots of attendees walking through the hall, looking to see what might interest them.

A gentleman walked up and stopped. He read the big banner. His arms were crossed. He had a shirt with a breast pocket, pen in the pocket. He wore khaki green pants, a crease down the middle where they'd been ironed, and penny loafers.

He looked at me and ordered, "Mentor me!"

I had never met the man. These were the first words out of my mouth:

"If I was to be coaching you, I'd start working on your weaknesses. Your weaknesses are that you over-analyze everything. You've lost a ton of money because of your inability to make a decision. You'll sit there and think about it, think about it, analyze it, wonder why you shouldn't do it, why the glass is half-empty.

"You have a problem with depression – you easily get depressed. You have a problem with loneliness. And you're very pessimistic.

"But it's amazing how many strengths you have. You're one of the most organized people. You are an amazing planner. You're a dependable problem-solver. You are task-persistent. You are amazing on follow-through. And everything you do is accurate.

"But the problem you've struggled with your whole life is being pessimistic about everything. You have no belief that you will ever be a huge success in life. You're always looking at why it's not going to work. You think, 'It'll work for everybody else, but it's not going to work for me.'

“You use a lot of words like *try, maybe, could, possibly, we’ll see*.

“And what I would do to coach you is to help you realize that you have to learn to be decisive. You have to learn to go with it, be tuned in to your gut feeling and go with it.

“The words you speak are critical, because you speak your reality into existence. When you say negative things, you are actually putting those things into your life. That’s exactly what you do. And that’s why you’re so unhappy.”

Then I said, “How’m I doing?”

And he said,

“How’d you do that? That is ME!”

Now, I had literally just 1 minute to observe this person. This was a big trade show, lots of people walking by.

But the point is, it’s easy to do. And more than that, right away, you know how to help this person.

The gentleman was very thankful. He read my ebook and plugged into our MentoringForFree.com system. He & I are now income partners.

I actually built a lifetime bond with this gentleman in about 2 minutes. And I have done this hundreds of times, in person and on the phone!

And you are about to get the same skill. I will teach you everything you need to know to have the same results I get. Your responsibility is to actually USE IT.

And don’t take advantage of people. Use it responsibly!

With the ***“Powerful Networking Secrets”*** training, you can build a relationship with people so fast it’s incredible. **Greens** like our gentleman above are 35% of the population. So more than 1/3 of the people you run into are Greens. They are very, very, very easy to identify.

So if you met someone, identified them as Green, and told them everything you know about them – and you are RIGHT! – do you think that might gain you some credibility? Do you think that might build some bonds

for you? Do you think that might mark you as a leader, THE person who others look to for direction?

With just a few hours study and practice, you can routinely – every day – identify and build very close bonds with every Green you come into contact with.

That is over ONE-THIRD of the population who will think you are an amazing person. Do you think you could possibly build a business if you had a close relationship with over ONE-THIRD of the population?

But it gets better. I'll also tell you about the other 2/3 of the population, and how to build the same bond with them.

Are you excited? I sure am.

So let's get started!

8 - BONUS! The 2nd Life-Changing Ability You Will Gain

I can't even begin to tell you how different my life is since learning how to spot and work with each of these personalities.

Maybe the biggest change is this: to spot these personalities, you must LISTEN to people! And wonderful things seem to happen when you actually listen.

Would you like to lower the tension level with every business prospect you talk to, every-time? Or, for that matter, with any member of the opposite sex who you have an interest in?

The lower the tension level, the higher the cooperation level. Does this make sense to you?

My business partner Richard Dennis has interviewed dozens of the people who've worked with me and been on my training calls. He asks them what they've learned that has made a difference in their lives.

And, as you'd figure, Richard gets different answers from everyone he talks to.

But he also hears the same thing from every person he talks to – that learning to actually listen to people has changed their lives, both business and personal.

Listening is magic. It is easily learnable. When you actually listen to people, the effect on your life is incredible. But most people rarely – if ever – do it.

When you truly listen, people will bond with YOU. They'll tell you their deepest desires and needs and fears. It won't be long before you actually know these people better than they know themselves.

The sad fact is that most people are too self-absorbed to ever actually use this training. It is worth an absolute FORTUNE to those who do.

When you listen to people and truly understand their personality, you have the ability to help inspire them to greatness. The rewards for you are way more than just financial.

On the other hand, if all that matters to you is YOU, you really don't have a prayer in business or in life.

For us, learning to really listen was a life-changer.

Everyone wants to be listened to. Everyone wants to be heard. The best tape that you will ever invest in, is the tape you put over your mouth.

9 - How To Become A Chameleon

Everybody is a mix of all four personalities.

Personally, I'm 40% Blue, 30% Green, 20% Red, & 10% Yellow. Blue is my dominant personality, but I've learned to be a chameleon to deal with people.

Used to be when I came across a Green (35% of the population!) while looking for income partners, I saw someone who took forever to make a decision. They'd a-n-a-l-y-z-e it to DEATH!

They drove me crazy. So I'd blow them off. I wouldn't even return their phone calls.

But look at this ... I was losing 35% of my prospects! And when a Green joins you, they never quit. They're not like the Blues. You can put a Blue in your business tonight, but they'll never do anything. They'll never even activate it. They'll just join, because they thought it would be fun. But the Blues, again, will put you in contact with a lot of good people.

So we all have traits from each personality group, but one group is dominant within us.

The real key to success in both your business and personal life is to become a chameleon.

Which means that when you are with a "Blue", for example, YOU become Blue: open and direct.

You tap straight into the part of you that craves fun & excitement, the wild part of you. It may only be a small part of your personality, but it is there. You just need to really magnify it and feed on it when you recognize that you are talking with a Blue.

When you are with a "Yellow", YOU become Yellow: open and indirect.

Tap into that caring, nurturing part of your personality, the part that has much more concern for others than you have for yourself. Relate to the Yellow personality directly from your own Yellow side.

When talking with a "Green", YOU become Green: self-contained and indirect.

Talk slower. Find that analytical, logical part of yourself. The more “Green” you become, the more comfortable the other person will feel with you ... because they recognize you are just like them!

When talking with a “Red”, YOU become Red: self-contained and direct.

Stroke their ego. Focus on the money. Don't waste their time talking about your family or vacation or anything personal. They do not care. Let them tell you all their successes.

Of course, there's an easy way to connect with each of these people. And that is to LISTEN. When you listen, you will learn what Color they are. And when you listen, you will know what questions to ask in the brief periods where you are speaking.

This is not complicated. Anyone can master it in just a few days of talking with people. And believe me, your life will change forever when you can relate to each personality as if you were exactly like them.

When you become a chameleon, your life will change forever.

10 - Type of Animal?

If each of these personalities was an animal, what animal would they be?

Yellow

- a cuddly Koala Bear
- a precious baby Deer
- a slow & steady Turtle

Blue

- an unpredictable Monkey
- a friendly Dolphin
- a curious Cat

Green

- a wise Owl
- a plotting Fox
- a nosy Giraffe

Red

- a “king of the beasts” Lion
- a “see-everything” Eagle
- a blood-sniffing Shark

11 – The Words They Use

Yellow

Yellow uses words like

- together
- feel
- caring
- loving
- nurturing
- sharing
- teamwork
- help
- ... anything to do with feelings.

These are the most feeling-oriented people. They won't talk fast like the Blues, but they're not carefully enunciating their words like the Greens. They'll talk about family & family-run business. Anything to do with nurturing.

Blue

Blue will talk fast & excited. They use words like

- awesome
- super
- thrilled
- stunned
- amazing

When Blue writes, they'll **BOLD** their words or highlight them some way and use a LOT of capital letters. Their letters may have a PS and a PPS and a PPPS.

Green

Green will talk about their research. They may not always call it that, but they're doing some kind of analysis, and you'll hear about it. They value logic very highly. They use a lot of tentative words, like:

- could
- maybe
- possibly
- try
- we'll see

They enunciate their words very carefully. Remember: their mind is working overtime figuring out what you are trying to get them to do. When somebody makes a statement and qualifies it, that is probably a Green.

So they're trying to decide what type of answer to give you, so they don't give you too much information. Which means they'll be very, very cautious when answering you.

I've had Greens say, "What are you asking me THAT question for?" Because they couldn't figure out why I was asking the question. They're constantly trying to figure out your motive for any questions you ask.

Red

Red uses power statements:

- "My friend, the CEO, had dinner with me."
- "The CFO is my next-door neighbor."
- "The owner of the company & I play golf together."
- "I got a \$35,000 bonus because of my production."

They'll always tell you how much they make ... and it's usually a lie. They tend to exaggerate. Reds are to the point, and they don't talk about feelings, unless they are mad. They use a lot of abbreviations, and they capitalize a lot of words.

12 - What Are Their Hobbies?

Yellow

If you are Yellow, you'll likely to be found knitting, or doing any kind of craft. You'll make woolen potholders, or you'll crochet. You go down to the crafts store and get the dry flowers, the wet flowers, all the other flowers. You are *really* into crafts.

If a friend wants to go to the drag races, you'll go, but you'll take your knitting along with you.

Blue

You want nothing to do with crafts. If someone makes you a ceramic ash-tray, you couldn't care less. You'll put it in a yard sale or give it away. You're not going to clutter up with that stuff.

Your hobbies are anything to do with speed, movement, anything fast-paced. Scuba diving, dirt-bike riding, drag races, etc.

Green

Hobbies? You like to check out the crash rating on the new Volvo 700 Series, to see how good they're doing in their crash tests. Research of any kind is like a hobby to you. Analyzing stuff fascinates you. All your life, you've never been happier than when you're accumulating data.

One of the reasons you like research so much is, you can do it alone. You don't have to rely on or deal with other people. Their standards aren't as high as yours. They are prone to careless mistakes. When you do work with others, you have to keep a constant eye on them to make sure they don't screw it up.

You like puzzles, crosswords, word jumbles, jigsaw puzzles, and so forth. Solving puzzles gives you an inner feeling of satisfaction that you really crave.

Parasailing? You won't get caught up in that foolish stuff. It's amazing to see, though. Once a Green realizes it's a lot of fun to stay up late and go dancing, go to the theater and comedy clubs on vacation ... you'll do it. And you'll have fun doing it.

Red

Your hobby is anything to do with making money. You wouldn't be caught dead knitting or doing a jigsaw puzzle. Never, never, never. You won't go

out and risk your life parasailing. You'd get sweaty. It's too risky. You're worth too much money. The world couldn't go on if something happened to you.

13 - The Colors And Recreation

Yellow

Backpacking or hiking. Yellow wants to get back to nature. You take your granola bars and your bottled water and hike the trails along the streams. You want to smell the flowers, look at nature, enjoy the moment. You want to go to the museum and the art gallery. That's what turns you on.

Blue

Blue wants to get on the boat and go scuba diving in the Dry Tortugas. Have you ever stood on the top of a 20-story building and looked over the edge? In the Dry Tortugas there is a shelf where you're in 100 feet of water ... which suddenly drops to 4,000 feet of water.

You can go down this wall, and the water is SO crystal-clear, when you swim over that edge, it's exactly the same sensation as when you look over the edge from the top of that 20-story building. You get that same rush of adrenaline when you're scuba diving.

And then you float over it and look down as far as the sunlight shines, you can see. And you realize, "My gosh, I'm down 125 feet, and it looks like I could just reach up and touch the sky."

I love it down there. We go to the Keys every year.

So Blue will rent jet skis, go parasailing, scuba diving, anything fast-paced. You'll do the hiking, too, with the Yellow, but you'd just as soon rent the boat that ran you up the brook. You have no need or desire for the serenity that the Yellow values.

Green

You'll go to Key West and take that historic trolley ride around the island. The Blue will go with you – once. But you want to do the trolley tour every time you go to Key West.

Red

You'll go to the art gallery with the Yellow, so long as it's a very prestigious art gallery or museum. You'll go to a well-known play, then go back home & brag to your friends that you saw it.

You take some good tours when you're on vacation. You don't want to get all sweaty ... it's important to be comfortable. You want to be wined & dined & catered to. You expect that, and you feel you deserve it. You go to

the shows or plays, but it must be something very popular currently. You wouldn't waste your time on anything else.

14 - The Colors As Parents

Yellow

Yellows have the happiest, most well-adjusted kids on the planet. The Yellows nurture their kids. They know that this child is the future of the world. They spend time with their kids, love them, hug them, kiss them, tell them they love them, tell them they're proud of them.

The Yellows are amazing at raising kids – natural-born parents.

Blue

Blue will give the kids the love and attention, but they'll want to get their kids plugged into having some fun. "Let's ride the dirt bikes up the mountain!" Blues are loving and caring and show the love & attention the kids need.

Green

Greens struggle as parents because they withhold those feelings. In their heart, they will think, "I love my son ... daughter ... wife ... husband ..."

But they don't say it. They think, "Well, I told them I love them once. Why do I gotta keep holding their hand? Why do I gotta keep showing all this affection and attention?" But it may have been 5 or 10 years ago. People aren't wired that way. The kids need to hear that you love them more often.

Then when the kids grow up, they'll still talk to their Green parents. But they won't want to be around them, because they weren't shown love and attention and affection.

The Yellows? Their kids will move a block away. And the Greens' kids will move a state away.

Two Greens trying to raise children? It's tough. The husband & wife don't show each other that open affection, which the kids need. The parents need to get skills on how to do that, how to build a relationship.

That's the big struggle for people. I don't care if it's in network marketing or being a parent. To build a relationship, you've got to be yourself. And when you tell a Green to "Be yourself" around their children, they won't do it.

“Oh, I can’t let them see my weakness, that weakness in me.” They want the kids to think they’re perfect. But all the kids want is a parent. Just love them. That’s all they want.

So you take that into the business world. When a Green’s trying to build a relationship with someone, they can’t let their guard down and be themselves.

The Yellow? They are ALWAYS themselves. They’re always smiling. They make friends just by walking into the room.

My wife, Linda, is a Yellow. And I’m so thrilled when my business associates get to spend time with her. Their lives will be changed. She always brightens up the room. The Yellows are the nurturers. They just give and give and give. They’re so open.

Red

Reds as parents ... it’s all about the money. They spend very little time with their kids. They don’t hug them, love them, nurture them. They buy them the clothes, the toys, the plasma TVs, all the fancy stuff money can buy.

But all kids want is to be loved. They want the attention. They don’t want the new car, the dirt bike, the fancy clothes. They want to be loved. Plain and simple.

I have 2 friends, both Reds, married to each other. They have 3 children between them. All 3 children moved to the other end of the world.

They’ve got it crossed up. The Reds need to spend time and love those kids, stay home with those kids. It’s not THINGS they want. It’s your time. It’s your love. It’s you.

So play with them. Enjoy them. Love them. Give them the affection they’re desperate for. Otherwise, by the time the kids are teenagers, they can’t wait to get out of the house, can’t wait to get away.

This is by design. It’s not an accident. But you can change that, Red, by giving your time and your love.

15 - How Do The Colors Make Decisions?

Yellow

Yellow is never going to be sold. They will make a decision quickly, but it won't be tonight. They need some information, but not a lot.

Yellow loves to go along with a friend's recommendation. That's the easiest decision they'll ever make.

Blue

Blue sees the big picture immediately. They will make a decision tonight with NO information.

Green

Green will decide in a week ... or a month ... with ALL the information. You have to give them more data, more data, more data, more data. They look at why it's not going to work. They need all the data to prove to you why it's not going to work.

But with the right data, you can get them to prove to themselves why it will work. Then you've created magic.

Red

Red will make a split-second decision, based on money. If they see an opportunity to make them money quickly, they're ready to go. They make a decision almost as fast as a Blue, but they do need some data.

16 - The Colors & Their Vehicles

Yellow

The Yellow drives the most sensible vehicle, probably a mini-van. That's perfect for Yellow, even if they don't have kids. They can haul their dogs. It's very functional. They don't care about the style or whether or not it's sporty.

Or they might get a very economical SUV.

Yellows stick to the speed limit. They'll pamper their vehicle. If the book says to change the oil at 2,500 miles, Yellow won't let it go to 2,600. They'll clean it, wash it, never abuse it.

If you go driving with the yellow you will know right away, because they are the safest drivers on the planet. They never break the law, and they have "safe driver" on their driver's license in Florida.

Blue

The Blue will drive anything sporty, fast, high horsepower. It's got to have a V-8 engine, not a V-6. And Blue pays no attention to the speed limit.

If the book says 2,500 for an oil change, Blue will push it to 5,000 miles, no problem. They'll justify it. "I drive a lot of highway miles." Blue will keep their vehicle clean, like the Yellow.

If you go driving with the blue you will know right away, they are the "fastest" drivers on the planet. They always break the law! They have drivers school in Florida that a blue can take so that they can keep their drivers license.

Green

If you go driving with the Green you will know right away, they are the most cautious drivers on the planet. They never change lanes, they map out the route completely and they drive a Volvo because 80 years ago there was a study that said Volvos were the safest cars on the highway.

Green will be driving anything with a high safety rating. They'll analyze it to death.

Green will drive 1 mph under the speed limit. They'll never change lanes, never throttle it up, never redline the engine. They'll have the vehicle serviced by the book

And chances are, this car is a little ... maybe a LOT ... on the dirty side.

Red

The Reds will drive the most expensive vehicles. Mercedes-Benz was built for Red.

They can show everybody, "I got the most money, because I'm driving the best vehicle." Now, they may be living in a tent, but they'll be driving a very, very expensive automobile.

And the Red will drive as fast as they can and just push people off the road. Don't get in their way. Red figures, "It's my way, or the highway."

Red will drive the stuffings out of it and when it blows up, they'll get a new one.

17 – The Colors in a Team

Every Color needs to be part of a team.

The Yellow needs a team, even if it's just one person. They must have a team.

The Blue doesn't know it, but they need a team worse than anybody. So they can leverage off everybody and have everybody help everybody.

The Green often won't work well with a team, because they're always correcting people. They don't mean anything by it, but they are SO judgmental. It's got to be perfect, perfect, perfect. A mis-spelling is close to the end of life as we know it.

Green will hurt people's feelings, not ever meaning to. They're just being Green. They'll say, "Well, I'd want to know if I was messing up." But guess what? Other people don't want to hear about it.

The only ones who want to know if they're messing up are the Greens. So when Greens tell any of the other Colors that they're messing up, they've made an enemy. That person isn't going to get along with the Green, because the Green was too harsh.

All the Green thinks is, "If I made a mistake, I'd want to know right now. Tell me. No problem. I can handle it. I'm a big kid." That's the way they are wired.

Yellows? Don't you dare tell them about their mistake. Forget it. Don't go there.

The Blue doesn't care. Blue does not need to know.

And Red will tell you to go pound sand. "Don't tell me."

So how does the Red work with the team? They don't. They just start their own team. They're going to do it their way. You have to know that. Don't fight it. Just let them go do their own thing.

For example, we do network marketing training at MentoringForFree.com. No matter how well our training works, no matter how many people are using it to build their business through relationships, the Red would be out there saying, "This is a sales business. You people are wrong. You gotta sell, sell, sell! Recruit, recruit, recruit!"

They can't get it out of their brain. Reds think that's how you make money. "Make your list. Sell, sell, sell. Recruit, recruit, recruit." They normally will start their own team. And they will draw to them those people who they can order around.

But they're not going to boss a Green. It isn't happening. They start telling the Green what to do, and the Green will tell the Red where to go.

The Yellow will never tell the Red, "You hurt my feelings." They'll just disappear. They'll drop out, go to another company, or never get into network marketing again, because you hurt their feelings.

And the Blue? If Red tries ordering them around, they're gone.

Here's what you need to understand, whether you're looking to create personal relationships or business relationships:

It's a volunteer army.

You're looking for people looking for you, going in the same direction toward the same things you want.

Red is likely to say things like:

"It's my way or the highway!"

"You have to call me at 3 pm!"

"You have to be at this meeting!"

"You have to wear a blue suit, white shirt, red tie, & carry a briefcase!"

You will lose 90% of your people when you order them around. You'll go backwards. It absolutely will not work.

Every one of the Colors can go to a job and get bossed around all day long. They're not going to do that in their free time. So don't do it. It will not work.

In business, you can offer a team website with all kinds of tools people can use. Is it mandatory that they use them all? Nope. Tell them to pick one or two or three or four that they like, and use those tools.

So never tell your team, "You've GOT to do it this way." Let everybody work it at their own pace.

18 - The Colors & Money

Yellow

On Yellow's list of what's important in their life, money is way on down the line. If you've got it, that's fine. If you don't have it, that's fine, too. You want most to enjoy time with your family & friends, and you don't need money to do that.

The biggest reason Yellow wants money is because of how much you can do for others when you have it.

Yellow is frugal when shopping or dining out or on vacation or ... You don't need to spend a lot of money to feel good. In fact, if you do spend a lot of money, you probably feel guilty. You'll spend your time thinking of all the good that money could have done for people who don't have any.

Yellow has credit cards, and the big risk you have here is that you will go into debt buying stuff for other people.

Blue

Money gives you the ability to DO things you love to do. Boats and dirt bikes and motorcycles and vacations cost money.

Blue also loves doing the things that make big money. You love to start your own business, sing in a band, build a team to race cars, etc. These efforts create money, but to Blue, the actions themselves are more important than the money.

To you, money is easy to get. And that can make it risky when credit cards enter the picture. Blue may be too optimistic to ever worry about consequences. If unexpected bad things happen, you can find yourself in a lot of debt with no way out.

Green

Money is important to Green. Green needs to know exactly what things cost and comparison shops to find the best value. Green prefers to comparison-shop online, even if you're going to buy locally, because then you don't waste gas driving around. And you don't have to deal with a lot of people.

You want money because you're always concerned about life's problems. The more money you have, the less chance you'll be destroyed when problems hit (which they certainly will).

Green's big risk with credit cards is spending more and more money on information sources to help with the analysis of whatever your great interest is. A Green without 2 nickels to rub together might very well put \$15,000 on a credit card, to attend their idea of the perfect seminar that will train them how to make more money.

Red

Money is the #1 motivation for Red. A true Red measures the value of people by how much they have and what great things they have done.

You want to always go first class, no matter how much money you have to spend. And if you don't have the money, then you'll fake it. For example, you may buy designer clothes at Goodwill.

Your big risk with credit cards is deciding to go first class so that people know and see that you are important ... but you don't have the cash to pay for it. That can get you into trouble.

19 - The Colors As Entrepreneurs

Yellow

You have been raised to believe that you're supposed to work for somebody. That's why they take a little longer looking at things. They will become an entrepreneur if a friend shows them the opportunity.

They won't read the company's Policies & Procedures. They join a person they trust, so they don't need to know anything else. They assume everything is fine with that company.

Blue

Because they see the big picture so quickly, and they're so creative – as soon as they start looking at it, Blue is looking at ways to start marketing it.

Blue doesn't really work out very well in the normal work force. They want to be creative, and someone is always holding them back. So it's a constant battle to keep their interest up.

Green

Green struggles the most with being an entrepreneur. Every Green should read Robert Kyosaki's "*Rich Dad, Poor Dad.*" Green is absolutely convinced that the way to success is through education and more education. Another degree, another degree, another degree.

Want more money? Go get another degree.

So for a Green to look at an entrepreneurial opportunity is a battle. It's a struggle. Especially that poor Green who is looking to join an opportunity the first time. They just come up with every question under the sun. Nothing will satisfy them. They have to have the answer to everything.

Problem is, in any entrepreneur venture, you can NEVER have all the answers. You have to act, make your best decisions on the information you have. If you wait until you have all the answers, you'll never do anything. Or the opportunity will have passed.

Which brings us back to the Green. He analyzes all kinds of extraneous materials, the Dun & Bradstreet report on a company, the great esoteric product they just brought to market, and on and on. Those things are NOT what a good opportunity is based on, but the Green can't help himself. He has to evaluate it all.

Green is myopic. He can't see the big picture. He's likely to join a company with great statistics ... but they have great stats because they are experts at front-end loading and won't last very long.

But Green joins anyway. And he has no hope of ever building a long-term income, because all the features he analyzed had nothing to do with the big picture.

If you convince a Green to join you, if you sell them on your opportunity, they will join you and do nothing. They'll still be thinking about that D & B report. They won't focus on the key basics. They won't see all the reasons why it could NEVER work for them.

You need to just give them your information and answer their questions when they ask them. Let the Green take their own sweet time & reach their own decision.

Red

Red looks at an entrepreneurial opportunity strictly from a money standpoint.

"How can I make the most money the quickest?"

Red loves a front-end load, blow and go, bodies laying everywhere. Everybody has to be on autoship. If you don't do it, you are a jack*** loser.

It's 100% in-your-face marketing. For a Red, that's no problem. But everybody else is sick to their stomach. A sensitive Yellow who cares about people would rather kill themselves than do those things. Blues live for having a good time with friends, so they can't do it. Greens absolutely hate being pushed into anything – or pushing anyone else – so they can't possibly do it.

So that leaves Red. They have no problem with a program that takes advantage of people. "Get out of the way. You're a loser if you don't do this!"

Fine for the Reds. Doesn't work for anyone else.

20 - The Colors as a Manager

Yellow

You're won't usually see Yellow or Green in that situation. Usually, they're going to be managed.

But if Yellow was manager, he'd just let all the people walk all over him, take advantage of him. "Hey, Jim, my father died again. I need some more time off." And Jim's all too happy to let them do it. Jim will let them get away with it, because he can't tolerate the thought that someone might get upset with him. Yellow wants everyone to be happy and have everything they want.

Yellow isn't usually in that management position because they don't want to be the hard guy. They don't want to be the one that says, "No, you can't have a day off."

Green

Green only wants one thing when he manages people - perfection. It must be straight, correlated, analyzed, put together, stacked up, in the right order, and alphabetized.

They demand work so perfect that nobody can make them happy. As a result, Greens are usually very unhappy as managers.

Blue

Blue isn't the greatest manager, either. If the whole office floor wanted to take the day off, Blue would be right there with them.

Red

The one that LOVES being the manager is Red. Red wants to be in control, and they are going to control every situation every time, no matter what. They will always be right, no matter whether they're right or not. "It's my way or the highway." That is an all-time Red phrase.

Red likes giving orders, and Red expects those orders to be carried out. Red's bottom-line orientation gets good results in the corporate world.

21 - The Colors Go Shopping

Yellow

Shopping is an “event” for you, even with no money. You will buy for your friend before you will buy for yourself.

You really enjoy shopping. You take your time, looking for the bargains. You never buy designer clothes. You don’t need them, so you don’t buy them.

You ask the clerk, “Is this going to be coming on sale soon?” And the clerk says, “Well. Since you asked, it IS coming on sale tomorrow. But we’ll go ahead and give you the sale price today.”

You buy what’s comfortable. You like stretch-pants. They’re very comfortable. But the most obvious characteristic of your shopping is: you don’t buy for yourself. You may buy one thing for yourself, and you buy 2 or 3 things for someone else.

Linda & I went to Italy and we bought some stuff over there. She’s got 2 beautiful hand-made silk scarves from Italy. The other day she was telling me she was thinking about giving one of them to a friend. I said, “Linda. We went to Italy. I bought you those.”

“Well, yeah, but I don’t need two of them.”

THAT is a Yellow.

Blue

Shopping for you is “torture.” You are a spontaneous buyer. You go into the store with tunnel vision. Pity the fool who gets in your way.

You often have buyers remorse. “Did I pay too much?”

You don’t really like to shop, but when you go, you are laser-focused. You like to go in, get what you’re getting, and get out. If you need ink cartridges, you know they are in the back part of the store. So you go in the back of the store through the automotive section, get your ink cartridges, and get out of there. You don’t want to have to hassle with all the shoppers, see a bunch of other stuff. You don’t want to waste your time with that.

Laser-focused. Need a shirt? You go right where the shirts are. You're not looking to see if it's on sale. You want to buy it, and you're gone.

Green

Shopping is like a hunt for you. You shop the newspapers & clip the coupons. You WILL get the best value. You WILL have saved more money than any other Color.

You always have a list, categorized, organized, exactly what you're going to buy. In fact, it's incredible to you that people ever go shopping without a list.

Each item you pick up, you check it off your list. You have coupons with you. You get the best price on everything.

It's a game to you, a hunt. Inside, you want to know that you got the best deal. On a big purchase, you want to squeeze the salesman for every bit of commission he was going to get. If you go to buy a new car, you shop the internet first, so you know exactly what the dealer paid for the car.

Red

Shopping is no problem for you. You just have someone else do it for you. You want designer clothes, status, labels, designer automobiles. Maybe a Lincoln Continental Eddie Bauer series. Those cars are made for you. It's the same as the regular Lincoln Continental, maybe one more chrome lugnut, maybe part of a vinyl top ... something that makes it a little bit special, a little bit different. THAT is what you want.

22 - The Colors Choose Entertainment & Dining

Let's say the Colors are in Tampa. Here's what they'd do:

Yellow

There are some beautiful lakes along the Tampa bayshore. You'll get a picnic basket and take a walk along the bayshore. You'll have a sandwich and enjoy nature. You may have your dog or some other animal with you.

When you go to a restaurant, you'll get whatever your companion is ordering. You eat at a slower pace, very relaxed. And you always take a doggy bag.

Blue

You'd go to the car races at the Florida State Fairgrounds or the Tampa Bay Dragon Boat Races. You'd go parasailing at Clearwater Beach, and maybe rent jet skis.

You'll pick up something to eat at the drive-thru. When you go to a restaurant, you'll try anything. You don't even know they have a special, and you don't care. It's all about trying new things. But you're so busy talking, you're usually the last one to order. Then you eat fast and talk, talk, talk.

Green

You'll go to the MOSI Theatre in Tampa, see a play. You'll see The Kennedy Collection at the Florida International Museum, artifacts about the history of the Kennedy family. You might take a walk through the park, but it's not as fulfilling for you as the play was.

You'll eat wherever they have, the best specials. You know which restaurant has the "Wednesday night – kids eat free" special. That will be your favorite restaurant. You'll eat there, clean your plate, and stack the dishes.

Red

You'll go to the Side Splitters Comedy Club or the Tampa Improv. You'll dine at Bern's Steak House or Armani's or some other fine Tampa restaurants. You don't care what the specials are. You never even ask what the specials are.

You don't try new foods. You stick with what you like. But when you eat with others, you want them to have what you recommend. And if they don't order what you order, you want them to taste yours when you get it. And you are the first one done.

23 - Colors and Their Pets

Yellow

You always have a pet. It's probably an orphan that you got it from the animal shelter. You never train your pet, because it's a free spirit. It should be able to roam the world and do what it wants to do.

You don't care if your dog chews the table leg. And if it does its duty in the house, you don't blame the dog. You just clean it up.

Blue

You'll have maybe a Jack Russell terrier, all jacked up and excited all the time. They're bouncing all over the place. You may get an animal from the pound, but you're more inclined to buy it.

Green

You fit the animal to your personality. Your dog will have stature & style. She'll be well-trained. Your dog is trained to never chew on a table leg, and to always ask to go out when nature calls.

Red

You always buy your pet. If your neighbor has a bulldog or a German shepherd, you'd have to have an English Spotted Bulldog or a police-trained Silvertip German Shepherd.

24 - The Colors At Work

Yellow

How do you recognize Yellow in the office?

- Big warm smile
- Casual dress. They'd prefer Birkenstock sandals to designer clothing.
- Pictures of family, ocean scenes, or animals
- These are comfortable people.
- They walk at a relaxed, slower pace.
- Their handshake is warm and soft.

Favored occupations:

- school teacher
- veterinarian
- day care worker
- nurse
- network marketer
- ... anything to do with nurturing and giving back to others

What might they say about their job?

- "I love the relationships that I have created at work"
- "I've made lifetime friends."
- "We all work together as a team."

Blue

How do you recognize Blue in the office?

- Many facial expressions.
- Hawaiian shirts, stylish, flamboyant.
- Pictures of family, awards.
- Top sales producer for seven months in a row.
- Their handshake is fast and firm.
- Their desk looks messy to the untrained eye but they know where everything is don't you dare touch or move anything.

Favored occupations:

- sales of any kind
- singer
- song writer
- actor
- anything exciting & creative

What might they say about their job?

- “We have a lot of fun.”
- “I won the top sales award seven months in a row.”
- “The company really appreciates me.”

Green

How do you recognize Green in the office?

- Formal and conservative clothes
- They walk stiff and direct
- Expressionless, great poker players
- Pictures of the home office on the wall
- A globe in the office
- Slow & soft handshake

Favored occupations:

- engineer
- accountant
- mathematician
- professor
- anything to do with logic and reasoning

What might they say about their job?

“The company is following my business plan but the heat index this year has changed all my calculations for the next two years energy budget.”

Red

How do you recognize Red in the office?

- Brand name clothes
- Solid colors = power
- No pictures of the family

- Top recruiter awards and plaques
- Slow & firm handshake
- They sit behind a big desk in a big chair. You sit in front of them in a smaller chair.

Favored occupations:

- CEO
- attorney
- military leader
- postmaster
- president of the Bank

What might they say about their job?

“The company is doing great because they are doing exactly what I told them they needed to do.”

25 - The Colors As Marriage Partners

Yellow

Yellow, of course, is the nurturer. So Yellow will always do things for everybody else. **Yellow's absolute soul-mate would be Blue.** Next would be Green, and then Red.

Yellow is open, but they're indirect with their feelings. They're a little bit reserved. The reason it's so magical for them to marry Blue is because Blue is open with their feelings, just like Yellow. But Yellow isn't as outgoing, and Blue will help Yellow be a little bit more outgoing, more spontaneous.

"Let's get on the motorcycle and go over to the coast and have dinner." Yellow is more reserved, and Blue complements that because they're both open. Blue is always going 65 mph in a 55 zone, and Yellow is always going 50. When they're married, Blue brings Yellow up to 60 mph. And Yellow helps Blue by slowing them down to 60, so they won't get tickets all the time. So Blue gets to keep their driver's license.

It's hard for Yellow to be married to Green. Yellow is open and likes to be told, "I love you." Yellow likes to hear that. Yellow likes long, romantic, barefooted walks on the beach.

Green may absolutely adore Yellow, worship the ground they walk on, but they do not say it often enough. Yellow needs to hear, every day, all the time, "I love you. I appreciate you. You're beautiful. You're handsome."

They want to hear the compliments.

But Green doesn't do that. They think, "Hey! I told you 20 years ago that I love you. If I change my mind, I'll let you know." Green is so analytical, so matter-of-fact. "I love you and I haven't changed. Next subject?"

Yellow and Green share indirectness, which can help. But in the romance department, Yellow has to pull Green out to say the things that Yellow wants to hear. Yellow wants to be driving along and Green holding their hand. Green better get used to doing that.

When Yellow marries Red, Yellow is the only one who can be married to Red long-term. Red is a control freak. Red will tell Yellow what to wear and what not to wear ... and Yellow will do it. Red will get their way. And Yellow will take that type of abuse for a long, long, long time.

When Yellow marries Yellow, they'll never make a decision to actually DO anything. They'll want to save all the animals, all the cats. Nobody is going forward, because they're all wanting to save the world.

Blue

Blue, because they are open and direct, can marry any Color. But **Blue's best match is Yellow**, because both of them are open. Blue understands sharing feelings, as Yellow wants to do.

Blue & Yellow don't struggle with that. They don't have to work on saying the words, "I love you." They're both open with their feelings, and they'll talk things over. It's natural to both of them, unlike Green & Red.

When Blue is married to Green ... Green has a lot of problems with depression. When you have a hurricane coming, to Green, it's doomsday. They're so depressed.

Blue helps Green get out of the funk. Green wants to stay in the rut, but Blue kicks Green in the butt and says, "Come on, let's go, let's get out of here, let's do some stuff!"

It's magical for Green to marry Blue, because Green will be brought up a notch or two. And Green is the only one in the group who can balance the checkbook. Blue will never do that.

When Blue marries Red, both are very direct people. You'll have the biggest battles, fights, arguments you can imagine when Blue & Red get married.

Blue won't take it from Red, because Blue is direct. Green is indirect & self-contained, so Green will take more of Red's controlling abuse. But Blue will not take it.

So if you see Red & Blue married, you can be sure there are a lot of heated, heated, heated arguments ... and heated, heated, heated make-up sessions after the arguments.

When Blue marries Blue, all they want to do is have fun. Nobody ever balances a checkbook, and they'll go bankrupt 3 or 4 times.

Green

When Green is married to Yellow, it's a good fit, because they're both indirect. But Green will pull Yellow down into this muck and mire and funk,

and they have a hard time getting out of it. So Yellow needs to be more open and tell Green right from the start, what they want out of the relationship, what they expect.

If Yellow tells Green that, Green will be fine. They'll follow along with it. They'll do it. But you better start young, you better start early, in that marriage.

When Green marries Blue, because Green is so indirect & self-contained, you have opposite ends of the spectrum. Blue is direct & open. Blue makes a decision on the fly, Green has to ponder it for 3 months. So Blue can help Green think a little better on the run, and Green can help Blue get their head out of the clouds and be more level-headed.

When Green marries Red, both are self-contained. Red is direct, Green is indirect.

Together, they'll build a massive wealth of income. But they'll never be together long enough to really enjoy the fruits of their labor. They'll end up divorced. But along the way, they will create multiples of income.

The problem is, since they're both self-contained, they aren't open with their feelings with each other. They don't talk much. Red is about action and Green is about *thinking* about taking action.

When Green marries Green, they'll be depressed together and paint the windows of the house black so nobody can see in.

Red

Best Color for Red to be married to is Yellow, because Red has to always be in control, and only Yellow will allow that. Doesn't matter which is male, which is female. Yellow will let Red have total control. So they get along great in that respect.

When Red marries Blue, Red doesn't get to control Blue as much, because Blue is so direct. So you wind up with huge battles, arguments, fist-fights, when they get in disagreements. Neither will give in, because they're both so direct.

When Red marries Green, both are self-contained. But that directness means that Red has to control Green. And Green will look at it, analyze it, and figure, "Well, if I can put up with this person for another 12.3 years, then I'll have my own million dollars in the split on this deal, and I can go out and do my own thing." So with that thought, Green will put up with this.

Red marrying Red is very unusual, because they both can't be in control. When you hear somebody say, "This is my money; that's your money," it's always Reds. Reds do not commingle their funds. Yellows don't care.

26 - “Mentor Me!” – Yellow, Blue & Red

In the Section 7, I told you about the gentleman who walked up to my booth in San Antonio. You learned what to say to build an instant bond when you identify a Green.

Let's look at how you'd do the same with the other 3 Colors.

Yellow

Now the person who comes up is casually dressed. They have Birkenstock sandals on, and blue jeans. Very casual. This is a comfortable person. They walk at a slower pace. They have an easy smile.

And they say “Mentor me!”

“OK. Here's what I know about you. You are an amazing person. All your friends think you are the greatest listener they've ever known. You are dependable. You're very patient. And you're nurturing. You love people, and you're a team player. You have some outstanding strengths.

There are some problems you need to work on. You're over-sensitive. You take things personally. You always conform. You'll buy other people's excuses. And you don't ever set goals. You're not goal-oriented.

So for me to help you, coach you, mentor you, I'd get you to understand how to not take things personally.

When somebody says “No” to you about your business opportunity, they're not saying “No, you're a fool, you're stupid for being in this program, whatever you're doing.”

They're saying, “No. It's not right for me right now.”

Think about this for a moment. There was a time in your life when you didn't know what you know today. There was a time in your life when you couldn't do what you do today. There have been people you met who you didn't really take to at first ... but the more time you spent around them, the better you liked them (and maybe vice versa, too!).

Your situation is constantly changing, just as everyone else's is, too. Many people are not prospects for you today ... but some of them may be downsized tomorrow. And they'll start looking for exactly what you offer.

So things change. And it's important that you realize that when someone says "No" to you, it just means the timing is not right for them at this moment. But that can change. Life is a moving parade.

All of a sudden, the timing is right. You never had any use for network marketing before, and now you're doing it.

When someone says "No", it's not your fault. Don't take it personally. They're just telling you the timing isn't right for them right now. That is the biggest thing you need to learn."

Blue

This person walks up, and you see flamboyant facial expressions, hand movements, body movements, arms moving, maybe a Hawaiian shirt. Something bright & flashy – jewelry, gold, a diamond ring, gold necklace. Anything flashy, a lot of movement, excited, excited, excited.

And they say "Mentor me!"

"OK. The reason you are so successful in life and in business is that you are an excellent promoter. You're energetic, enthusiastic, motivating, convincing. You always see the big picture. You're the life of the party, and you're one of the most creative people on the planet.

You can create it, but you can't build it.

Your problem is, you are un-organized. You're scattered. You've never balanced a checkbook in your life.

Because you're so enthusiastic, you sometimes dominate the conversation. You will interrupt, cut right in on top of others who are speaking. People love your energy, but your nonstop verbal outflow annoys them.

Details don't matter to you. You sometimes make decisions on total gut feeling, with no information. When you get excited, which is most of the time, you tend to overstate your case. Other people often see it as hype, and they think less of you. This can be a real problem in achieving the success you want.

And you're poor on follow-up. If you don't have a system that forces you to follow up, you'll struggle in business. You don't naturally follow up, and that's where the fortune is.

The first thing I'd do in mentoring you would be to help you start using systems to keep yourself organized. Then you won't be so scattered. And you can focus on your follow-up. That can change your life overnight.

And the most important thing you need to learn to do is to shut up and listen. Duct tape your mouth shut. You have 1 mouth & 2 ears for a reason. They have to learn to stop talking and start listening.

When you're building something, you really need the other personalities. They are much more detail-oriented. You need to get other people to help you put it together. It's just that simple.

Red

This section is purely hypothetical, because Red would NEVER ask anyone to mentor them. And if you try, they won't pay any attention to you ... because they are Red.

"It's my way or the highway!"

So most Reds are not open to any coaching, even one little bit. Only when life has totally knocked them for a loop, then they may open up a bit to coaching.

Let's say you're dealing with THAT person. Here's what you say:

"You have great strengths. You are an amazing producer. You are the best negotiator. You have energy to burn. You are a risk-taker, a leader. You have confidence. You take action. And you're independent. You'll just take right off and start doing it.

But there are problems, too. The first thing you need help with is your ego. You think you're perfect. You think you're always right. You think you're the only one with an idea. But you're not.

You are domineering. You are short-tempered. And the biggest problem you have is, you are just unteachable. The only time you can ever learn from anyone else is when you've had your butt kicked, when you're down on the ground, down on your knees, and you reach up your hand. When you finally get there, THEN you are coachable.

The biggest thing that would make a huge difference in your life is to understand the other personalities. They all have great value, equal to yours, and you don't realize that. You need to consistently study the "**Powerful Networking Secrets**" ebook and begin to develop the ability to be a chameleon – mimic the other personalities when dealing with them.

This will totally change your life. But the fact is, you'll probably never do it – because you are Red."

27 - The Colors Get Tricky

Sometimes on our conference calls you'll hear a very spirited discussion amongst people about whether a new person is a **Blue** or a **Green** or a **Yellow**, or a **Red**.

When I list characteristics of each color, nobody has every characteristic. And so to some, it gets confusing.

Let me tell you about my good friend and business partner Richard Dennis.

Richard's number one criteria for deciding what he wants to do is, "If it's not fun, I'm outta here!" Richard is an outstanding promoter, an excellent marketer. He's very creative. His desk – his whole office – is a mess, piles everywhere. He tells some great stories. And he loves the excitement of speaking to an audience, no matter how large.

All those characteristics scream "**Blue**."

And Richard can do some pretty wild things. For instance, to illustrate a marketing point, he has actually sung songs on our conference calls, with 50 or 100 people listening in.

A **Blue** would never be embarrassed about having a singing voice as bad as Richard's.

But a **Green** should be embarrassed, and Richard is definitely **Green**.

To understand how this works, you have to go back to the basic definitions of **Green & Blue**. **Blue** is open and direct. **Blue** is a social animal. **Blue** lives for person-to-person contact.

Green is self-contained and indirect. **Green** is often almost a recluse. **Green** struggles in a social setting.

Richard would be the first to tell you, he is **Green**. He's fine on the phone for a few minutes ... but then he's done. He loves speaking to an audience ... but when it's over, he wants out. He doesn't want to mix and socialize.

He loves fun, wants nothing but to have fun in his life. That is **Blue**.

But ask Richard what "fun" is and he'll tell you:

"Editing."

Yes, Richard just LOVES to edit. He THINKS that is fun.

Oh, yes. Let's get the gang together tonight and we'll all go out and EDIT!

HOO-HAH! We will have ourselves a blast!

NOT!

Editing may be fun to Richard, but no truly sane person thinks that way. (Sorry, buddy. It's true.) Fun is jet skiing or scuba diving or parasailing. THAT is fun.

Editing? Gimme a break!

Anyway ... this story just illustrates that there can be quite a spillover of characteristics from one Color to another. To be accurate, you must evaluate everyone based on the KEY FEATURES of the Colors.

The Most Key Aspect of Each Color

Yellow – open and indirect

If the person does NOT consistently demonstrate more concern for others than for themselves, they are not Yellow.

Green – self-contained and indirect

If the person is NOT analytical, always wanting more and more information about whatever it is they're interested in, they are not Green.

Blue – open and direct

If the person is NOT a social animal, craving almost constant contact with people, they are not Blue.

Red – self-contained and direct

If the person does NOT consistently talk about themselves and their achievements, then they are not Red.

28 - Using “*Powerful Networking Secrets*” In Writing

This section serves 2 purposes:

1. I have compared and contrasted each personality so far throughout this ebook, so that you can really get a strong understanding of who each one is and the differences between them.

But now, we will bring together all the characteristics of each one so that you can really get a comprehensive look at and understanding of each personality.

2. In Section 7, I showed you how to use “*Powerful Networking Secrets*” verbally with **Green** to create a lifelong income partner in just 15 minutes.

In the previous section, I showed you how to use “*Powerful Networking Secrets*” verbally with **Yellow, Blue** and **Red** to achieve the same result.

All verbally.

But, of course, you can use the same ideas when you write. And you should, because it works. Showing people that you understand them lowers the tension level. Lowering the tension level makes relationships work better.

In the rest of this section, I will give you text blocks to use in emails or any other written format to help you connect directly to the soul of the person you are writing to. Obviously, to use these, you must have already had contact with the person and established their personality Color.

I do NOT recommend that you just copy the whole file below and send it in a single email to your target. Some of it won't make sense in some cases. Instead, create several emails for different purposes, and start each email with several of these text blocks. Choose the ones you think are most appropriate.

In some cases, you may need to rewrite it slightly for it to be appropriate for the person you're sending it to.

Your purpose is to get the person to realize that you understand them. This will go a long, long way in helping you become lifetime income partners.

Here are the text blocks:

What To Write To A Yellow

We've never met, but I know a lot about you.

For instance, I know that right now you have 100% confidence that I can't possibly know anything about you without us having met. In fact, you think I'm an idiot for even suggesting I may be able to tell you something about yourself.

How'm I doing so far?

Here's what I know.

All people are a combination of four personality types:

- Open and direct
- Open and indirect
- Self-contained & direct
- Self-contained & indirect

So you are a combination ... but we each have one dominant personality type.

From talking to you, I know that you are open & indirect. About 35% of the population falls into this category.

What this means specifically is that you are totally comfortable sharing your personal feelings with others (open). You also don't generally tell people specifically what you want from them (indirect).

In General

Whether in business or in personal life, what you struggle with more than anything else is being over-sensitive. You tend to take it very personally when someone says "No," as if it is a rejection directed entirely at you.

If you are in a position where you have some authority over others (parent, boss, etc.), then it's important to you that people get along with each other and that they like you, despite your position of authority. So you tend to be

pretty lax as far as the work quality & work schedules of others. You don't want any kind of conflict, and you don't want to have to criticize anybody.

You'd kind and courteous. In traffic, you always let somebody cut into the line in front of you. At intersections, you always let the other person go first.

You're concerned with the world and the environment and other people. You want the best for everyone.

You're very comfortable with yourself. You don't criticize others, and you sure don't like anyone criticizing you. Criticism is devastating to you because to you, it means somebody doesn't like you.

You very easily buy into other people's excuses, why they couldn't do what they said they'd do, why they didn't show up. And you'll take plenty of good notes for them when they don't get to the meeting, and you'll give them all your detailed notes.

Your friends, family & co-workers know you are a wonderful listener. They always feel safe in telling you about their triumphs ... or their troubles.

But you're not always so easy-going. You absolutely hate pushy, aggressive people. Hard-closing salespeople really get your goat. You can't stand bullies. You love animals and hate any kind of animal cruelty.

You don't like sudden change. You take your time making decisions. You don't react well when anyone tries to push you into a quick decision.

You're never loud or aggressive or bouncing off the walls. You don't get jacked up to the ceiling. You don't make power statements, telling other people how much money you're making. You don't talk in the first person as much as others do - "I", "me", "my", "mine". You use those words less than most people.

You're much more focused on "we", "our", "team".

How do you visually recognize a yellow on the street or in their office?

1. Big warm smile.
2. Casual clothes, Birkenstock sandals.
3. Pictures of family, ocean scenes, or animals.
4. These are comfortable people.
5. These people walk at a relaxed, slower pace.
6. Their handshake is warm and soft.

Strengths

You're a natural-born nurturer and giver. You're always giving to somebody else. You're always smiling. You are a great hugger. You're always looking at the person you talk to and making eye contact.

When you talk, you make yourself very clear. You convey emotion easily. People can feel what you feel. Everything you say is from the heart.

Your attitude is "Live and let live." When other people make mistakes, you are very forgiving. Everybody makes mistakes, so learn from them, and go on.

You are an outstanding team player. Helping others be successful & happy is what you live for. You routinely put other people's interest first, before your own.

You genuinely like and trust other people, until they give you good reason not to.

You are a good listener. Others will come to you with their predicaments and troubles, and they are comforted by being able to tell you their story and know that you really hear them.

Some people take advantage of your good nature. This is one thing you need to work on – recognizing right away when someone is taking advantage of you, and firmly stopping it.

What makes you such an awesome person is because you are:

- the best listener
- dependable
- easy to get along with
- a team player
- very patient
- great at support
- a natural born nurturer

Clothing

You are very casual. Birkenstock sandals. Blue jeans. You want to be comfortable. The stretch waist band is made for you. You often wear a jogging suit or jogging pants. If you're staying in a hotel, you can throw on the jogging suit and be comfortable down in the lobby. You don't need the designer label, designer clothes, etc.

You don't wear a lot of make-up. You're OK with yourself. Maybe you look in the mirror and think, "Oh, I may be 5 or 10 pounds overweight. But that's OK." Vanity is not your thing.

You don't wear a lot of flashy clothes or designer clothes. You don't use a lot of facial expressions when you talk. As much as you like people, you don't "run at the mouth."

In Your Personal Life

You're a natural-born nurturer and giver. You're always giving to somebody else. You're always smiling. You are a great hugger. You're always looking at the person you talk to and making eye contact.

What is most important to you is your relationships with your family, your co-workers, your friends, and with God. You want everybody to like you. You want everybody to get along with everybody. You hate the thought that we ever go to war. You absolutely detest it.

In Business

Your office may have 3 or 4 calendars, with animals, ocean scenes, the mountain scene, the rolling river going by the campsite. All very serene-type things. When you look at the picture of the bald eagle on your calendar, you tend to go off into your fantasy world, flying, freedom, and so forth.

You may also have pictures on your wall of a waterfall, a winding river, a sunset, very serene scenes, anything to do with nature.

You have a picture on your desk of your spouse & your family, maybe 2 or 3 or 7 or 8 pictures of the kids, grandkids, spouse, etc. You're always bragging about your family.

When you talk, you make yourself very clear. You convey emotion easily. People can feel what you feel. Everything you say is from the heart.

You're never real loud or flamboyant. You're laid back, calm, serene. You answer questions as they're asked. It doesn't take you too long to think about your answers.

When somebody asks you a question, you answer it and stop ... you don't go on to give out a lot more information.

You don't have a bunch of awards and plaques on your wall, or pictures of your company facility. You have no need for them. What you cherish is a pat on the back or a thank-you note or just a "thinking of you" card or a

birthday card. Any kind of personal relationship recognition like that means more than money to you.

Your office is well-organized.

Your "personality type" is very successful in any business where you mentor others, because you are a nurturer. You love to build relationships and help people.

You are dependable and easy to get along with. You are a team player. You're very patient and very supportive of others.

Your #1 Action To Change Your Life

The biggest problem you have is, you're too sensitive. You take everything personally. Here's the truth: it's none of your business what other people think of you. The ONLY thing that is your business is what you think of yourself.

To be long-term successful in life, you must get this.

Realize that other people mostly aren't even thinking about you when they say or do something offensive ... you only think they're thinking about you.

Action #2

People take advantage of you. The business world has its share of whiners, people who whine & cry about everything. That person knows you are a great listener. So they will sit down and write YOU a 4-page email.

And the problem is, you will read ALL 4 pages. And then you'll answer it and coddle the person.

Don't do that. Let it go. Just hit the delete button. Life is too short to allow those people to drag you into their drama. When you let that happen, you're devastated for days. You become emotionally attached to that person's drama.

Best thing to do when you get this long, pukey email? Delete it. Don't read it. Don't get near it. Don't start to read it. Delete it.

Delete it.

Don't sign up for their class, because they'll take YOU down in the dumps with them ... for days, weeks, months. If you keep signing up for the pity party, you'll never, never, never be successful in life or in business.

What To Write To A Green

We've never met, but I know a lot about you.

For instance, I know that right now you have 100% confidence that I can't possibly know anything about you without us having met. In fact, you think I'm an idiot for even suggesting I may be able to tell you something about yourself.

How'm I doing so far?

Here's what I know.

All people are a combination of four personality types:

- Open and direct
- Open and indirect
- Self-contained & direct
- Self-contained & indirect

So you are a combination ... but we each have one dominant personality type.

From talking to you, I know that you are self-contained & indirect. About 35% of the population falls into this category.

What this means is, you are not comfortable sharing your personal feelings with others (self-contained). You also don't generally tell people specifically what you want from them (indirect).

Some areas of your life are working very well for you. Others are not. Let me tell you why you're struggling in certain areas, and what you can do about it.

Whether in business or in personal life, what you struggle with more than anything else is relationships with other people.

When you are in a position where you must relate to others, you worry that you'll run out of things to talk about, that you'll be awkward. When you talk to someone on the phone, you may have a list of things to talk about ... your agenda.

Even so, you worry that the conversation will drag. What will others will think about you? You are very concerned with rejection.

You sometimes worry about being in a position where you are “competing” with those who are popular, the life of the party. You know you’ll never win that battle.

In General

You are indirect and self-contained with your actions, thoughts and feelings. When someone asks you a question, you answer and stop. But your eyes and your face give you away. As you answer, you're thinking, "Why is he asking me this question?"

You're reading this email right now, but that's not where your real focus is. You're analyzing my motives. You're wondering, "What's he trying to get me to do? Is he going to use some superduper closing technique? What's he going to do?"

Fact is, you're not even really truly IN this exchange right now ... because you're too busy thinking what my motives are in writing & sending you this email.

When you speak, you enunciate all your words correctly. You're very precise, very accurate. You always think before you speak. You analyze what you're going to say before you say it ... and you think everyone does the same thing. (They don't.)

You slow the spoken pace down because you're analyzing the whole time. When asked a question, you often fumble around a bit: "ah-h-h ... uhm-m-m ..." You're trying to figure out, "What is his strategy? What is he trying to get me to do that I don't want to do? I've got to out-think him."

And when YOU ask the questions, you absolutely expect the person to answer directly. You want the answers right now. If they can't answer your questions, they lose all credibility with you. You think, "Loser. Amateur. I don't want to deal with this guy."

You avoid confrontation at all costs. You don't want it at all, ever. It gets you upset. It throws your biorhythms out of sync, it gets your heart out of rhythm. You just do not like turmoil.

In business or in work, you'd be totally happy being by yourself all day long, working on ideas, lists, systems, etc., dealing with other actual human beings as little as possible. That personal contact just makes you uncomfortable.

So it's tough for you to build relationships. When you do, you are the most loyal friend a person could ever have. You are their friend for life, unless they commit some treachery. They can depend on you for anything.

But actually building one of those relationships is not easy.

You're not a big believer in the 80-20 rule, which says that "80% of the benefit comes from 20% of the work." To you, the job must be done 100% right.

Strengths

You are the most organized person. You are a great planner and a very dependable problem-solver. You are persistent. Your follow-thru is absolutely amazing.

Accuracy is critical to you. You make sure things are done right.

And it's very important to you that YOU are right. Mandatory. You have to be right. Others will just say, "Whatever. No problem." They've got no pressure on it. But to you, it's crucial.

Clothing

You don't wear Hawaiian shirts, wild colors, or a lot of flashy jewelry. You don't wear much make-up. You don't wear expensive designer clothes.

The most important thing to you is getting the kids through college. You think, "Well, the extra money I'd spend on those designer clothes could have paid for 7 more meals at college for my daughter. I don't need that. We just won't do that."

You are neatly dressed. Not overdressed. Not underdressed. When you wear shorts, it's a nice pair of shorts. Your shirt has a collar. You have a pen in your shirt pocket. (Maybe two.) Your slacks have a crease.

You look professional, distinguished. You don't feel any need to impress anybody when you dress. You're not flashy.

If you are female, you'll wear conservative casual. You carry everything in your purse. You could rebuild an engine with the stuff in her purse. You are totally prepared.

In Your Personal Life

You over-analyze everything. You hold your feelings back. You don't tell your family that you love them as much as you should. You figure they know you love them because you told them so last month. Or last year. But they need to hear it more often.

To be more successful, you need to open up more. Be more open. Everyone in your family will love you more when you open up.

The reason you don't open up is that you don't want to show your weaknesses. It's scary to you that people will find out your secrets, your weak underbelly, the thing you're just not good at. You can't let them know that deep dark secret that you can't wiggle your ears or you can't roller skate or you can't for the life of you figure out how to do "round the world" with a yo-yo.

You figure, "They think I'm Superman." And if you don't open up, nobody will know your secret.

Because you over-analyze, because you're naturally pessimistic, you can easily get depressed.

In Business

If you are in a position where you have some authority over others (parent, boss, etc.), then it's important to you that they do what you tell them ... but you have very little confidence that they can perform up to your standards. So you can't just give someone a task and let it go. You must be constantly watching & directing to see that it's done right.

You excel in research. Whether you take advantage of it or not, you are probably a very good writer.

You are very precise in choosing exactly the right words when you write or speak. You enunciate very well. You could be a world-champion speller if you ever wanted to compete. You tend to think less of those who misspell words. How could they be so careless? They just aren't very detail-oriented.

You love to work on your own, not answering to anyone. You can be a good team player, so long as you have total control over your specific area.

You know you're smarter than the people around you. You are a perfectionist. You can't quit doing something until it's exactly right.

You're look at everything with the question, "Why's it NOT going to work?" The glass is always half-empty. You're generally pessimistic.

And you're very analytical. You've lost so much money because you never took action. You just kept waiting to get ready to actually do something. You have to adjust this thing, that thing, analyze all the other systems, make sure all 500 parts are the absolute best they can be ... and then search for more parts.

Meanwhile, you're sitting on the sidelines while other people are actually doing it, creating relationships, building, making money.

How important is it that I know all about you?

For instance, what size shoes do you wear? I wear size 11 1/2, triple E. So I'll just sell you my shoes, you can stuff socks or cotton or something in 'em, make 'em fit. If your size is larger, you can cut holes in the toe of the shoe.

That's the way most people want others to look at their business opportunity, when you show it the same way to everybody. Not everybody wears the same size shoes. One size does NOT fit all.

You are neat & orderly. Your desk is neat & tidy, everything in its place. There may be some piles, but they're organized. Chances are, you have a globe and/or a map on the way. You have a picture on your wall of the president of your company, or the home office with it's 87,573 square feet of office space.

In your business and in your life, you look at everything from the angle of why it's not going to work. You think, "Well, I'm gonna show you! I'll prove to you it's not going to work because of this, this, this, this, this and THIS!"

And in that process, if you get enough data, you'll prove to yourself that it DOES work. You'll convince yourself. But you have to have the data to analyze. You have a long runway to actually get started in any type of business, for instance.

In business, your ultimate fantasy is to create a system that will make you rich ... a system that allows you to have the absolute minimum personal contact with people.

If you're in a sales position, you've done your research so you know everything about your product. It may have taken you a month or more. But when you sell, you tend to try to force your prospect to eat the whole elephant tonight. Won't happen. Most of them just don't care about all those details, and the rest just won't do it.

The #1 question you have in business is, "How do I build a relationship?"

You're not going to share what's inside.

You don't have a lot of pictures on the wall, plaques, "top sales producer" awards, trophies, flashy stuff, etc. When you get a plaque, you stick it in a

drawer someplace. You don't need that artificial stimulation. You don't need everyone to see your awards.

You don't have a bunch of sticky notes all over the place.

When you talk, you are calm. You don't talk fast or loud or excited. Your voice is very steady, no wide range of pitch.

You don't use words like "awesome", "cool", "powerful", "great." you use words like "try", "maybe", "possibly", etc.

You often have the thought, "Just get out of my face. Let me do it." You want people to leave you alone so you can be by yourself. Then you'll analyze the whole situation and do it without anybody else's help.

In business, you need to associate with people who have strengths you lack. Find people with people skills and build relationships with them. You need them seriously for success.

Your #1 Action To Change Your Life

The difficulty you have in building relationships is a major obstacle to the success & happiness you want from life. The main reason you have this difficulty is, you don't know what to say.

Which means you have a very simple solution. Believe me, there is nothing that will impact your future more than learning one simple technique:

Listen.

Listen.

Listen.

If you never do anything else in your life, do this:

Practice listening to people. Do not talk. Do not start a conversation with some list, some agenda of what you want to talk about. Instead, say "Hi. What's new?" And listen to what they say. Ask questions about what THEY say. Just go wherever they want to go, conversationally.

When they ask you a question (and they will), answer it – and get back to them. Find what they are doing that really interests you, and ask them more about it.

When you learn to actively listen to people, it will change your life. You will suddenly be seen as a people-person. And then it's important to remem-

ber how you got there ... by listening. Learn to listen, and never go back to needing some agenda to talk to people about.

Action #2

Open up to people. Your friends & family, your loved ones especially, need to hear how you really feel about them on a regular basis. They need to be told that you love them.

This step will also better enable you to build relationships that can change your life, both personally and in business.

What To Write To A Blue

We've never met, but I know a lot about you.

For instance, I know that statement intrigues you, and you're interested to see what it is that I know..

How'm I doing so far?

Here's what I know.

All people are a combination of four personality types:

- Open and direct
- Open and indirect
- Self-contained & direct
- Self-contained & indirect

So you are a combination ... but we each have one dominant personality type.

From talking to you on the phone, I know that you are open and direct. About 15% of the population falls into this category.

What this means is, you are comfortable sharing your personal feelings with others (open). Also, you generally tell people exactly what you want from them, and you are the one to carry the conversation. (direct). You never have any trouble talking to anybody about anything.

Most areas of your life are working very well for you. Some are not. Let me tell you why you struggle in certain areas, and what you can do about it.

Whether in business or in personal life, what you struggle with more than anything else is disorganization. You tend to be very scattered in every area of your life. Even with all your strengths (which we'll get to in a minute), this weakness can sabotage your success if you don't take the proper steps to correct it.

And then there is also a "hidden" struggle – hidden from you, but obvious to those around you – which may well cause you not to be as successful as you'd like. We'll get to that in a minute.

Disorganization is not your only weakness. You're great at starting things, but terrible at follow-through. That's another one you need to work on. We'll talk about setting up a system to automate your follow-through.

And finally, your great conversational skills sometimes lead you to monopolize the talk. It's important to your success in life that you focus on listening rather than talking. This will greatly leverage your "meet & greet" skills.

In General

You're smiling most of the time, excited, flamboyant, bright colors, Hawaiian shirt, etc.

I know that you sometimes wonder if you're mentally deranged. It's OK. You just have organized chaos in your life.

What you don't like is, not having fun. Too many facts & figures. And you sure don't like anything boring.

You also don't like to be sold. You love to buy things ... but you hate someone trying to sell you something.

You don't like being alone. You aren't going fishing by yourself down by the lake. You are a team player. You always want a buddy or a pal going with you.

It's not important to you to carefully enunciate your words when you talk. You don't have any great need to impress people by talking about money.

You have long, flowing conversations, never short & abrupt. You always answer the question, and then you keep going and going and going.

If somebody calls you, they better be ready to talk. Someone tells you, "Catch me up on your week," and it's "VALVE OPEN!"

Most people, if they broke their leg, they'll tell me they broke their leg, the end. You, if you broke your leg, I'm going to know it was a compound fracture with 73 stitches & 7 stainless steel screws in it.

Strengths

You are an excellent promoter. You're enthusiastic, a good motivator, and a great storyteller. You are very creative. And you're usually the life of the party.

You can easily handle many projects at once.

You see the big picture. Details aren't important to you. For instance, you've probably never really mastered the difference between a question mark and a period. And spelling is a nuisance. If you get most of the letters right when you spell a word, that's close enough.

You are incomplete without a team to work with you. You love interacting with people, and you treasure the camaraderie of working together to accomplish a goal. **You are excellent at motivating a team ... and you must have one**, because you need all the detail-oriented people to carry out your master plan.

It's much more important to you to just get in motion, rather than waiting for the most opportune time to do it. You don't spend much, if any, time in preparation. You simply start, then adjust to circumstances along the way.

What's most important to you is to have fun. If you aren't having fun, you are "outta there!"

You see the big picture quickly. When some number-cruncher wants to explain all the little details to you, it drives you up the wall. "Shut up, man! What a jerk!"

You **ONLY** want the big picture, and you can grasp it quickly, analyze it all in just minutes. You know in minutes whether it's good or not good.

Clothing

You like to make a statement and you want to be noticed, and you want fun, fun, fun in your life. And that's the way you dress.

You wear bright clothes, maybe Hawaiian shirts. You like flashy jewelry. Your clothes don't have to be expensive, but they do have to set you apart.

When you're in that corporate environment, dressed for power, you always like to wear something that's kind of "in-your-face". Maybe a tie with animals on it, or stripes, something that's not part of the "power" uniform.

Your thought process is, "Yeah, I'm wearing your dark suit, you jerk! But I got my STYLE going on here!"

You wear some gold, some jewelry, some flashy stuff.

In Your Personal Life

You are the life of the party. The object of your life is to have fun. If it's not fun, you are gone.

You give your kids the love and attention they need, but you also want to get them plugged into having some fun. "Let's ride the dirt bikes up the mountain!" You are loving and caring and you show the love & attention the kids need.

When you eat out, you often just pick up something to eat at the drive-thru. When you go to a restaurant, you'll try anything. You don't even know they have a special, and you don't care. It's all about trying new things. But you're so busy talking, you're usually the last one to order. Then you eat fast and talk, talk, talk.

Shopping for you is "torture." You are a spontaneous buyer. You go into the store with tunnel vision. Pity the fool who gets in your way.

You often have buyers remorse. "Did I pay too much?"

You don't really like to shop, but when you go, you are laser-focused. You like to go in, get what you're getting, and get out. If you need ink cartridges, you know they are in the back part of the store. So you go in the back of the store through the automotive section, get your ink cartridges, and get out of there. You don't want to have to hassle with all the shoppers, see a bunch of other stuff. You don't want to waste your time with that.

Laser-focused. Need a shirt? You go right where the shirts are. You're not looking to see if it's on sale. You want to buy it, and you're gone.

You like to drive anything sporty, fast, high horsepower. It's got to have a V-8 engine, not a V-6. And you pay no attention to the speed limit.

If the book says 2,500 for an oil change, you'll push it to 5,000 miles, no problem. You justify it. "I drive a lot of highway miles." You keep your vehicle clean.

You are the “fastest” driver on the planet. You always break the law! They have drivers school so you can keep your drivers license.

You like to do exciting things: rent jet skis, go parasailing, scuba diving, anything fast-paced. You may go hiking, but you'd just as soon rent the boat to run you up the river. You have no need or desire for the serenity that others value.

In Business

You see the big picture quickly. You often make decisions strictly on gut, with NO information.

You're very creative. As soon as you start looking at it, you are looking at ways to start marketing it.

You don't really work out very well in the normal work force. You want to be creative, and someone is always holding you back. So it's a constant battle to keep your interest up.

You are an excellent promoter. You are energetic, enthusiastic, motivated, & convincing. You are the life of the party.

You're creative. You come up with the plan, the model, the system, the big idea. But you couldn't put it together by yourself if your life depended on it. You need others to do the detail work & follow-up, because that just doesn't interest you.

The best thing you can do to be successful in your business life is to make friends with your weakness. Find and get close to people who are good at doing the detail work & numbers-crunching that you hate.

You love doing the things that make big money. You love to start your own business, sing in a band, build a team to race cars, etc. These efforts create money, but to you, the actions themselves are more important than the money.

When you walk into the office, it's sticky notes everywhere. Piles of stuff all over the place, even in a corporate environment. Scattered, disorganized. But you know where everything is.

You do fine so long as nobody comes in to straighten it up.

You have trophies & or plaques on the wall.

You have an open seating arrangement to include your visitors, if it's at all possible. You like to hand-shake, touch, laugh, joke, have fun with people.

You are open and direct. You answer questions very directly, maybe even share information with people that they don't want or need to know.

You love to tell stories. The reason you are - or have the potential to be - so successful in sales is, you are a great storyteller. And stories sell.

It amazes you how some people can have a totally neat & tidy office, no piles anywhere. You could never have YOUR space like that.

You don't spend a huge amount of money on your office furniture. You don't keep it polished to shine. You have some frilly stuff, some photos on the wall, but not as much as the guys who LOVE to wear those power suits.

Your #1 Action To Change Your Life

You never have any trouble initiating conversation, talking to people, or building relationships. You can absolutely talk a blue streak. And sometimes, that is a problem.

One thing that can make a big difference in your life is to learn to listen more to what others say. Believe me, there is nothing that will impact your future more than learning one simple technique:

Listen.

Listen.

Listen.

If you never do anything else in your life, do this:

Practice listening to people. Do not talk. Get the other person talking about what they do, what interests them. And listen to what they say. Ask questions about what THEY say. Just go wherever they want to go, conversationally.

When they ask you a question (and they will), answer it – and get back to them. Find what they are doing that really interests you, and ask them more about it.

You already connect strongly with people. When they see you are also a great listener, you will take your relationship-building strength to the next

level. Actively listening to people will greatly leverage your amazing ability to talk to anybody about anything.

Action #2

The best way for me to help you is to help you get organized. You are scattered. You bounce all over the place. It's amazing. You've never, ever, ever balanced a checkbook to the penny. For you, close enough is close enough. You're good to go.

If you're in business, what you need more than anything else is a follow-up system that you can just plug into and keep your customers organized & constantly contacted.

If you don't already have one, a day-planner will change your life. There are a lot of on-line tools that can change your life, too.

When you write, you couldn't care less if you misspell a word now and then. Your thought process is lightning-fast, way too fast to worry whether you've always chosen the precisely correct words to express your thoughts.

What To Write To a Red

We've never met, but I know a lot about you.

For instance, I know that statement intrigues you, and you're interested to see what it is that I know..

How'm I doing so far?

Here's what I know.

All people are a combination of four personality types:

- Open and direct
- Open and indirect
- Self-contained & direct
- Self-contained & indirect

So you are a combination ... but we each have one dominant personality type.

From talking to you on the phone, I know that you are self-contained and direct. About 15% of the population falls into this category.

What this means is, you are not comfortable sharing your personal feelings with others (self-contained). Also, you generally tell people exactly what you want from them, and you are the one to carry the conversation. (direct). You never have any trouble talking to anybody about anything.

You have had some outstanding successes in life. But some areas have been a constant source of trouble. Let me tell you why you struggle in certain areas, and what you can do about it.

In General

In business or in your personal life, what you struggle with more than anything is your relationships with other people. It's much more obvious in your personal life, because you can't order your family around and still maintain their love.

What you really need help with is your ego. It's a monster, and you want it constantly stroked. You think you're perfect. You think you're always right. You think you're the only one with an idea. But you're not.

You are domineering. You are short-tempered and impatient. You must have it TODAY! NOW!

But the biggest problem you have is, you are just unteachable. You are going to do it YOUR way 100% of the time. You won't pay any attention to anyone else, unless they have earned a ton of money. And then you might try to steal their system.

The only time you can ever really learn from anyone else is when you've had your butt kicked, when you're down on the ground, down on your knees, and you reach up your hand. When you finally get there, THEN you are coachable.

You love the phrase, "It's my way or the highway!"

When you speak, you are 100% direct, to the point. Your words ooze power. When someone asks you a question, you answer to the point, boom, STOP. No chit-chat, no small talk.

What's most important to you is money. You believe you can have everything you want with money, that money will bring you happiness. It's your #1 motivation. You measure the value of people by how much money they have and what great, profitable things they have done.

You want to always go first class, no matter how much money you have to spend. And if you don't have the money, then you'll fake it. You may buy designer clothes at Goodwill.

You make split-second decisions, based on money. If you see an opportunity to make money quickly, you're ready to go.

Strengths

You have great strengths. You are an amazing producer. You are the best negotiator. You have energy to burn. You are a risk-taker, a natural-born leader. You have confidence. You take action. And you're independent. You'll just take right off and start doing it.

You could jump out of an airplane anywhere, hit the ground, and start building a business. You just do it. You don't need anybody to help you or hold your hand. Nothing gets in your way.

You like to sell and to be sold.

Clothing

You wear designer clothes. Whatever the "in" look is, that's what you focus on. Whatever is designer, new, sheik ... Dark suit, red tie. You wear power suits or power clothes. You wear what the president of the company would wear. You are a strong believer in "dress for success".

You have a monogrammed hankie in your pocket with your initials on it.

In Your Personal Life

Even as a parent, it's all about the money. You spend very little time with your family or your kids. You don't hug them, love them, nurture them. You buy them the clothes, the toys, the plasma TVs, all the fancy stuff money can buy.

But all kids want is to be loved. They want the attention. They don't want the new car, the dirt bike, the fancy clothes. They want to be loved, plain and simple. It's not THINGS they want. It's your time. It's your love. It's you.

You love to tell others how much you make. Of course, you tend to exaggerate. You are always to the point, and you don't talk about feelings, unless you're mad. You use a lot of abbreviations, and you capitalize a lot of words.

When you eat out, you don't try new foods. You only go to the finest restaurants. You'd never dream of asking what the specials are. You stick with what you like. But when you eat with others, you want them to have

what you recommend. And if they don't order what you order, you want them to taste yours when you get it. And you are the first one done.

Shopping is no problem. You just have someone else do it for you. You want designer clothes, status, labels, designer automobiles. Maybe a Lincoln Continental Eddie Bauer series. Those cars are made for you. It's the same as the regular Lincoln Continental, maybe one more chrome lugnut, maybe part of a vinyl top ... something that makes it a little bit special, a little bit different. THAT is what you want.

You like to drive the most expensive vehicle. Mercedes-Benz was built for you. And you'll drive the stuffings out of it. When it blows up, you'll get a new one.

You can show everybody, "I got the most money, because I'm driving the best vehicle." Even if you were living in a tent, you want to drive a very, very expensive automobile.

You'll drive as fast as you can and just push people off the road. They have no business getting in your way.

You might go to the art gallery, so long as it's a very prestigious art gallery or museum. You'll go to a well-known play, then go back home & brag to your friends that you saw it.

You take some good tours when you're on vacation. You don't want to get all sweaty ... it's important to be comfortable. You want to be wined & dined & catered to. You expect that, and you feel you deserve it. You go to the shows or plays, but it must be something very popular currently. You wouldn't waste your time on anything else.

Your hobby is anything to do with making money. You wouldn't be caught dead knitting or doing a jigsaw puzzle. Never, never, never. You won't go out and risk your life parasailing. You'd get sweaty. It's too risky. You're worth too much money. The world couldn't go on if something happened to you.

In Business

Your office is expensive-looking. You have nice artwork on the wall. Any trophies, plaques, and awards you've won are featured in your office. You probably don't have any empty walls ... you've got something hanging on every wall.

You LOVE being the manager. You want to be in control. In fact, you are going to control every situation every time, no matter what. You will always be right, no matter whether you're right or not.

You like giving orders, and you expect those orders to be carried out. Your bottom-line orientation gets outstanding results in the corporate world where everyone fears you because you could fire them. So they have to perform.

Your #1 concern is, "How can I make the most money the quickest?"

You are often in sales. You love a front-end load, blow and go, bodies laying everywhere, 100% in-your-face marketing.

For you, that's no problem. You have no problem taking advantage of people. "Get out of the way. You're a loser if you don't do this!"

This makes 90% of everybody else sick to their stomach. You laugh at them and mock them and flaunt your superior "salesmanship."

Ninety percent of the population, to achieve good business results, must work as a team. Not you. If anything, you'll just start your own team, so you can do it your way.

Your #1 Action To Change Your Life

The biggest thing that would make a huge difference in your life is to understand the other personalities. They all have great value, equal to yours, and you don't realize that. You need to study the "**Powerful Networking Secrets**" ebook and begin to develop the ability to be a chameleon – mimic the other personalities when dealing with them.

This will totally change your life.

But the fact is, you'll probably never do it – because what's important to you is money, not people.

Action #2

Spend quality-time with your family, especially the kids.

Play with them. Enjoy them. Love them. Give them the affection they're desperate for. Otherwise, by the time the kids are teenagers, they can't wait to get out of the house, can't wait to get away.

This happens by design. It's not an accident. But you can change that by giving your time and your love.

29 - Do You Make These Mistakes With ...

Yellow?

When you're talking business with Yellow, do not go to the money. Do not focus on how much they'll make. If you talk about money, money, money, you have tuned Yellow out.

The absolute most critical thing with Yellow is the relationship. You don't even need to mention a company or a product or how much they can make. Literally, do not talk about anything except relationship-building.

Yellow will read you like a road map if you're not being true to who you are. You must demonstrate empathy with Yellow. Be yourself. You have to be truly caring. Yellow will see through you instantly if you're not that way with them.

Don't brag to them about the neat toys you have (cars, stereos, TVs, etc.). To make points with Yellow, talk about the charitable work you do or the contributions you make, the causes you support. Talk to Yellow about the nurturing things you do, like taking dog food & cat food to the animal shelter.

Tell Yellow about your pet and how much you love it. Yellow needs to know you are a caring person.

Green?

If you send a Green some flashy presentation designed by a Blue, with a bunch of hype and spinning wheels and fast-paced music ... you've lost them.

First of all, if you have music on your website and a Green goes there, they are gone instantly. And some of these nitwits design the thing so you can't even turn the music off. It's pretty & flashy and they love it, so they think everyone has to see it.

But Greens will leave your site immediately if they can't turn the music off. And that is 35% OF YOUR MARKET!!!

Greens think they're the smartest people on the planet. So when they come into a situation, they're looking for all the reasons it won't work. And they don't like flashy stuff. The basics are important to them, not the glitter.

Greens hate being sold. They don't like people coming at them, treating them like they're stupid. And that's what a lot of that stuff does.

When you start hyping somebody, "Oh, you gotta get in now, you gotta get in now, because we're building this HUGE downline under you ...", you've lost the Greens.

They KNOW they aren't going to make any money unless they build themselves. They know it's just a bunch of BS, that you're trying to fool them. They've got you figured out.

Blue?

Don't give Blue too much information. If you give them data, data, data, you will turn them off instantly. Instead, give them a snapshot. Just a very quick overview of the product, the compensation & the company.

Blue sees the big picture quicker than anyone else and makes gut-decisions. They'll read you in 2 seconds. If they like you, they'll listen to you. They are the only personality who can make a decision based on almost no information.

If you cover Blue up with data, you have lost them. Don't give them a bunch of websites. Don't give them a lot of information. Just give them a well-thought-out snapshot and let that do the job for you.

In fact, even just on a personal level, don't talk to Blue about a lot of details. Instead, focus quickly on a relationship and having fun. Talk about going on a vacation, a cruise, doing something fun.

Most Blues are very outgoing. They love motorcycle riding, hang-gliding, comedy clubs, action, action, action. Spend time with them talking about those types of things, and you'll build that relationship. If you talk instead about other stuff that bores them, they're gone.

If you want Blue to do something with you, describe it in terms of all the things they can do there that are fun. Then they're with you.

Red?

The biggest mistake you'll ever make with Red is to start talking about your family. They don't want to hear about that. They know part of life is, you're supposed to get married, you're supposed to have kids. Now shut up. Let's talk about the money.

The money, the money, the money. Red is the only Color who believes that happiness and success revolves around money.

Red believes their child would rather have a brand-new car than to have a hug and kiss from their dad & mom. That is the way they think.

So when you talk to Red, don't talk about your family or love or affection. Just get to the money.

Talk about status. "If you come to our convention, we'll invite you up to the Presidential suite, and you'll have a one-on-one meeting with the President of the company and the doctor who developed the formula."

Don't start talking to Red about "Where do you live?" or "Where are you from?" That is small talk. You are wasting their time, and they will not stand for it.

Don't ever tell Red where you're going to go to eat. Always let Red make that decision. Let them choose, because they have to be in control. If you do anything to take control away from Red, you will absolutely lose.

Special Network Marketing Section

30 – “Are You *Really* Coachable”

I'm going to give you one word that will build your network marketing business bigger than anything you could have ever imagined ... and I'm going to prove it to you, absolutely, unequivocally.

This is the magic dust. This is all you need.

Let me ask you a question.

There is a company out there in network marketing that is TEN TIMES bigger than company #2. They've been around a long time. You know their name.

This company last year did \$10 Billion in sales.

TEN BILLION DOLLARS!

Next closest company in network marketing did \$1 Billion.

Now ... let me tell you about this company.

- ▶ They have absolutely, without a doubt, the worst compensation plan in the history of network marketing. No question. It's so ruthless, they won't even put it on a website and explain it to you ... because anyone who saw it and understood it would never do it.

You'd be hard-pressed to find anyone in that company who would even deny this.

- ▶ There is not one average, part-time person who makes money in that company. You have to be full-time, and you pretty much had to get in it years and years ago. There just is zero opportunity now to go there and create any income.

- ▶ And this company features “me, too” so-so products. Not a gem in the bunch. Nothing with impact. Nothing with sizzle. They do not have a single remarkable “purple cow” product. All I saw was toilet paper that looked like burlap.

Yet they are 10 times bigger than company #2!

- ▶ The company management's experience in network marketing is close to zero. I'll bet they can't even spell MLM.

▶ When you read their Policies & Procedures, it's over 100 pages long. The longer it is, the more "gotchas" the lawyers jam in there. And that means that just about any rep who is successful is breaking some rule in that 100 pages. Maybe more than one.

So this company can take away a rep's income anytime it suits them.

▶ And do they have a system in place, for anybody to have success? Forget it. No!

▶ The Golden Age for being successful in this company was 30 or 40 years ago. The timing now is awful.

▶ They don't have a sizzle call. Not a 1-minute sizzle call. Not a 2-minute sizzle call. They don't have flash presentations. No spinning wheels. Heck, they don't even have websites!

▶ They don't have any of the stuff you think you need to be successful in this business. When you think you need this stuff, you're looking for reasons that success is outside of you.

So the compensation plan is the worst. You can get better products anywhere. Their leadership has virtually no experience in network marketing.

So my question for you is, how in heck are they TEN TIMES LARGER than #2?

What's the secret?

They figured it out. And it's the absolute formula Linda & I have used for building our business. People say summer is death for network marketing, the best you can ever do is tread water. But we have had over 500% growth in our business in July & August.

That goes against all the statistics.

But we know the secret that this company knows ... the secret that makes them 10 times larger than #2, despite the fact nobody can make any money with them.

They built it with relationships.

People want to belong. They want to be part of a family. They want to be part of a movement.

Part of a movement.

Network marketing is a teaching-mentoring business.

I give accolades all the time to my mentor, Tom “Big Al” Schreiter. And people think, “Oh, Michael’s so lucky, he’s got Big Al’s cell phone number, his home phone, his office phone. He’s talked to Big Al constantly.”

And you know what? I never, ever, ever had a long phone conversation with Tom “Big Al” Schreiter. He hates the telephone. He is phone-a-phobic. If I call him right now and we start talking, he’ll be comfortable for a minute or two. Maybe 3. Then he’s gone.

(Sidebar: Given this information, what Color do you think “Big Al” might be? Can you eliminate any Colors to narrow it down?)

Network marketing is a relationship business. But people are looking for somebody else to make them successful, when success is actually inside you.

I see it every day. Literally, every day.

People say, “Oh, if I only had THAT PERSON as my sponsor, THEN I’d be successful.” And that becomes the excuse they give themselves for failure.

I can promise you the person who thinks that way has never had success in their life, because they always believe success is outside of them.

They have excuse after excuse after excuse after excuse for why they can’t be successful. The truth is, there isn’t one person who can make you successful ... except you.

You’ve got to get that.

Here is a scenario I’ve observed many times.

You sponsor somebody into your business. You give them your team website. You tell them, “This is your action plan. This is what you need to do.” And in one of those steps, they’re supposed to write up their “Why” (“the reasons they must be successful in this business”).

They don’t do it.

I send an email: “Call me with any questions you have.”

They don’t call.

Do you know why that is? Because they do not believe they deserve success.

“Oh, well, Michael’s busy. He’s too busy to take MY call.”

But my email says:

**Michael & Linda Dlouhy
(Phone number) Call anytime**

And I’m not a techie, geeky guy who puts that in a sig file so it’s always there in my email. I actually hand-type that every single time.

I mean it. I truly want them to call me.

But mostly, they do not call. It’s amazing. It’s because they don’t believe success is within themselves. They don’t believe they deserve success.

And, of course, I might tell them to send me their WHY. I might tell them to email our team to get their product flyer.

I thought you said you were coachable.

This is all part of the relationship-building process. Hopefully, you’ve chosen a group to work with at least in part because they have a proven business-building system in place.

So follow that system.

Learn the Colors technology. You do that by using it, verbally and in writing. Use it to build relationships. As you build relationships, some people will step forward and want to be associated with you in business. It takes time, but it will happen. Get them started. Keep building relationships with the others. And continually find new ones to start relationships with.

And coach your new associates to do the same.

This is not rocket science. You absolutely can do it, no matter who your sponsor is.

Success is absolutely within you.

31 – Who To Sponsor & How To Sponsor Them

If I had my choice, I'd prefer sponsoring Yellows. I can get them going rapidly. The 2nd color would be Blues. Third would be Greens. Last would be Reds.

I put Greens third because they get ready to get ready to get ready to think they get ready to analyze it to get ready to maybe get ready to line up the paper clips, get the right colors together, hook 'em all the same way, get their "i"s dotted and their "t"s crossed, ...

By that time, the Yellow & the Blue have already got a check coming in.

And then the Green's going to say, "Well, I TOLD you it wouldn't work." But then if you know that about them, you've got to get them into action quickly. You have to get them into action quickly. You can help them stop their procrastination.

When I work with a Green, I push them. I do. But they thank me later on, when they have a check coming in.

Greens struggle with the Colors technology the most, because they think it's too simple. "It can't be this easy."

How do you sponsor a Yellow into your business?

1. Build a strong relationship.
2. Never focus on the money.
3. Show them your team and systems.
4. Talk about your family to them.
5. Never never ever ever close a yellow.
6. Give them powerful personal testimonials about the products you are taking.

How do you sponsor a Blue into your business?

1. Build a strong friendship with fun.
2. Focus on the money and travel.
3. Show them your team and systems.
4. Talk about the excitement in your group.
5. Never sell a Blue. They will see the "big" picture.
6. Give them your powerful personal testimonials about the products that are changing your life.

How do you sponsor a Green into your business?

1. Give them all the magazines that have written articles about your company and management.
2. Explain the compensation plan to them in every single detail. Make sure that they understand your superstar space commander bonus that is paid out on the third, sixth, ninth, and 12th level every other full moon.
3. Show them your unified, duplicatable, systems that everyone that they sponsor can simply just plug into for success.
4. Talk to them about your coaching, training, and mentoring, that everyone can use for success.
5. Never ever close a green. Greens will answer all their questions themselves through their own research and they will close themselves.
6. Give them many powerful testimonials from people from every walk of life about the products that you are marketing to the world.

How do you sponsor a Red into your business?

1. Let them think that you NEED them .
2. Focus on the money, the money, the money.
3. Show them your team and systems.
4. Stroke their EGO as much as you can.
5. Sell them, close them, they expect it.
6. Give them your powerful testimonials about the leader's incomes.

Remember this: your new prospect is thinking only TWO questions:

- 1. Can You Help Me Be Successful?**
- 2. Can I do this?**

People join people. They do not join a company.

So use the Colors technology to build relationships. As you do this, you will answer these 2 questions, and people will ask to join your business.

32 – Do not spend a Single Minute ...

... trying to convince somebody to love you.

- Do not spend a single minute selling anyone on whatever it is you have.
- Don't worry about handling objections.
- Never close anybody – you'll just have to call and close them every month to get them to do any work.
- Don't focus on the fact you don't have all the tools you need.
- Don't try to memorize some perfect presentation.

Instead, recognize that you are dealing with people. Nothing you ever learn, if you live to be 250, will be more valuable to you than THIS training you are reading right now.

When you understand the personalities and can identify a person's Color within a minute of talking with them, THEN you are on your way to success.

You will then be building relationships with people, and those relationships are what will lead you to the success you want in life & in business.

To receive personal training on using "Powerful Networking Secrets",
contact:

Cheryl Henderson-Khalid
570-431-9593

mail to: cherylhendersonkhalid@gmail.com

33 – Thank You!

It's my sincere hope that you really realize the importance of understanding and working at this Color technology.

It'll help you in your business. That's a given.

But even more, it'll help you in your personal life. You'll understand your spouse better, your children, your parents, your inlaws, your grandparents ... You will understand ALL of them better. You'll get along with them better.

You'll learn to go in the direction THEY like to go. They'll quickly see you as a true friend. You'll never again be in an adversarial position with them.

Most of all, you will appreciate THEM more!

When you recognize that Yellow, and you know you're talking to a nurturer, you can become Yellow yourself. It's easy.

Blues are about having fun. When you recognize a Blue, just think, "FUN!!!" That's what's most important to them. And having a little more fun is not going to hurt you.

Green, of course, has to analyze everything. What's so amazing is, if you'll slow down the speaking with them and be open and honest with them, you'll help them be open & honest with you. Deep inside, they want to open up. But they need your help.

Just be yourself, and you can build strong relationships with a Green. open yourself up, be caring, show empathy, and they will relate to that.

When you're dealing with Red, stroke their ego. It doesn't cost you anything, and it can bring big results. Red is about herself, period. Let her think she is in control. Give her the power, and she will do fantastic things.

When I look back over the years of the Color trainings we've done, I have hundreds of emails & "Thank-you" notes along the lines of:

"Michael & Linda,

Thank you so much. This information has saved my marriage."

And years later, those people have had children. Now THAT is exciting. They just didn't understand each other ... and then one or both took this training ... and their lives changed.

In my family, my father was a Green. I never heard my father say those words, "I love you." He would tell friends that he loved me, that he was proud of me ... but he never said it to me.

He just wasn't wired that way.

My mother was a Red. And Reds hide their feelings. They absolutely don't say, "I love you." To Red, that just is not comfortable or necessary.

And when I figured that out, it was life-changing for me. It's important to know that your mother & father love you.

When you get this from your head to your heart, when you really understand it and use it and see how simple it all is, your life will change.

More than that ... you can change the world when you listen to people, figure out that personality type, and be a friend.

Life and success are about relationships. If you use this technology to build relationships, then you will develop a web of friends & contacts that can sustain you throughout your life, no matter what happens.

They will be there when you need them, because you have listened to them and you are their friend.

THAT is 100% priceless. And that is the result you'll get from applying what you've read in this book.

Thank you for taking the time to read this book.



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