

Personality Colors
Why do people believe like they do?
Mentoring for Free
Michael Dlouhy

Ok, listen Ladies and Gentleman, thank you so much for getting on the call here. This is Michael Dlouhy in Brooksville, Florida. We are going to be doing the Colors Training here tonight.

But first I want to thank you guys for your time this evening. You know, your time is your most valuable asset. We always want to give you value in exchange for your time.

And we are going to be sharing some facts with you that really can triple your bonus check. You know, if you'd like to lower the tension level with every prospect that you talk to every time, the lower the tension level, the higher the cooperation level. I hope this makes sense to you.

Ladies and Gentleman, I've got to tell you, you are in the leadership development business—the highest paid business on the planet.

You know, let me give you an example of that. Many, many, many years ago, the Chrysler Corporation was going belly up. They were going under; I mean they were going to file bankruptcy; they were going to disappear.

And they hired a gentleman, Lee Iacocca. And Lee Iacocca came in with leadership. He is a leader. He came in and he got new engineers, new design work, new techs coming in and working. He went to the government, he got a loan, bailed the thing out, paid the loan back in record time, and turned that company around.

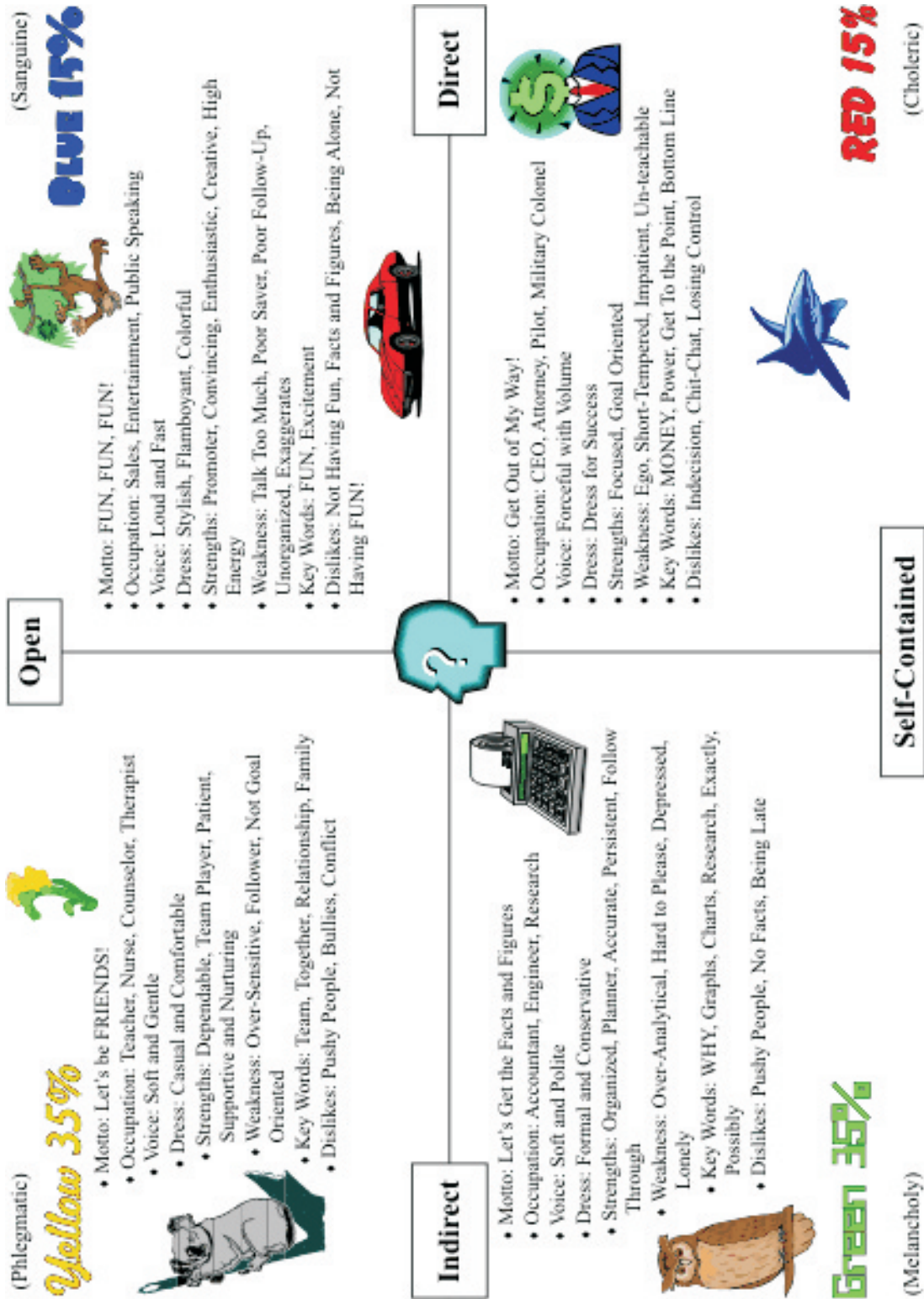
It's leadership. Leadership.

Network marketing, Ladies and Gentleman, is not a sales business. It's not a sales business. Network marketing is a teaching and mentoring business. Your product is people.

So why would you be studying how many grams of stuff is in the stuff from the mold scraped off the rock every other full moon by the blind leprechaun? Why?

Study people. It's a people business. It is a people business.

If you've got a piece of paper, I'd like to give you guys a little cheat sheet. If you'll take a piece of paper, I'll show you how simple this is, and at the end of the call, I'm going to open up the call, if there are some people that would like to find out what personality type their primary color is, we'll do that at the end of the call.



So, anyway, if you've got a piece of paper, on the very top of the paper, if you write "open". On the very bottom of the paper, put "self contained"

On the far left, in the middle of the paper, put "indirect" and on the far right of the paper, put "direct". If you draw a line top to bottom, left to right, you'll divide that paper into four areas.

The top left-hand quadrant, if somebody is open with their feelings, and if they are indirect; in other words, they answer your questions but they answer them with one or two words. Like "Do you have children"? "Yes, I have 2". They don't say, "Yeah, I've got a boy, I've got a girl". They say, "Yeah, I've got 2". They would be open and indirect. They would be what we call a Yellow.

The Yellows, Ladies and Gentleman, make up 35% of the population. Now, for all the Greens on the call, the correct word (if you were to go look it up) is Phlegmatic. The Yellows are basically called the Phlegmatics. OK? But Yellow is a whole lot easier to remember and spell.

The Blues: Open and Direct. If they are open and direct, they would be in that top right-hand quadrant, and that's 15% of the people. 15% of the people are Blues or Sanguine (if you want to use the correct terminology). They would be the Sanguines.

The Yellows are usually the school teachers, the UN volunteer workers. They give, give, give! OK?

The Blues are in sales of any kind; sales of any kind.

If they are indirect (bottom left-hand quadrant), indirect like the Yellow but self-contained, they would be the Greens. Ok, they make up 35% of the population. Now if you want the correct word for what they are really listed as, they are the Melancholies, OK.

And then the bottom Right-hand quadrant, if they are direct like the Blue, but self-contained like the Green, they are the Reds. The Reds, or the Choleric, make up 15% of the population.

Now the Greens are about analysis paralysis. They are the engineers, the accountants, the CPA's, the numbers crunchers; where the Reds are the CEO's of the corporations. OK?

Now, what I'd like to do is go into a training here that you can hopefully take some notes as we go along here, that will give you some information that can change your life.

Yellows:

Again, the Yellows, let's talk about them. They make up 35% of the population. They are open and indirect.

These people are right-brained. Ok? They are creative and they are great on relationships; but this Color is the best at using both sides of their brain. Their left side is logical and analytical; so they really do a great job of using both sides of their brain.

When you go driving with the Yellow, you'll know right away. They are the safest drivers. They never break the law. They've got "safe driver" on their driver's license. Their motto is "Let's be friends, let's work as a team, work as a team".

If you go shopping with a Yellow, you'll know it right away; because for them, it is an event—even with no money. Even with no money, they will love to go shopping.

Now their voice, their voice is always soft and gentle; always soft and gentle. Now, how do you recognize a Yellow when you talk to them on the phone? Well, when you go through the phone script we have (you can join us on the calls on Monday, Tuesday, Thursday evenings), and when you ask them what they do for a living, they are going to say things like "School teacher, nurse, UN worker." They talk in a relaxed tone. They answer all your questions.

Now, if you're going to be coaching a Yellow, you need to know their strengths and their weaknesses. Now their strengths are they are the best listeners. They are dependable. They are easy to get along with; they are team players. They are the most patient people there are.

They are supportive, but what really makes them amazing in Network Marketing, is they are the nurturer. The Yellows have built some of the largest organizations in the Industry, once they believe they can do it.

Question2: If you ask them "Well, how well do you like your job?"

They would say, "Well, good. The relationships that they have created are lifetime friends, and we work as a team." All work as a team.

Now, how important is it for you to understand what the dislikes of the Yellow are. Ok? Now think about this for a second, as you're going through the questions. The dislikes of the Yellow or the Phlegmatics, are they hate pushy aggressive sales people. They don't like bullies or any kind of animal cruelty; and they don't like sudden change. They don't like sudden change.

Now if you asked them, "Other than money, what's most important to you?" They are going to say things like, "Relationships, spending time with my family and friends, buying gifts for my friends."

Now, to coach a Yellow. How do you coach a Yellow?

The first thing you better do is you better know that they are over-sensitive. They take things personally. They buy other people's excuses. OK? So, how would you coach a Yellow.

See, when a Yellow gets into network marketing, they basically believe in the product, the company, the opportunity, the president of the company—the family man that has 3 families to prove it. You know, all that kind of stuff.

So when they go out and talk about the opportunity to their friends, they're going to think everybody's going to want this product or this opportunity. So, when a friend says "no" to them, they take it personally, and it is devastating to them. I mean, for days, they will mope around because "My gosh, my friend doesn't want to do this." So they take it personally.

So, how do you coach a Yellow? How do you get them to not take it personally?

One of the best trainings that I do (and I use this all the time, so feel free to do it); when you are coaching a Yellow, you've got to help them realize to not take it personally.

Now, let's say you were in Florida and you guys came down to visit Linda and I, and in the morning we went to coffee. And if we went to the local breakfast place where we like to go, the waitress is probably going to come up to the table and say "Would you like coffee?"

Now, if Linda and I were there and you and your spouse, probably 3 of you would say "Yeah, I'd like coffee." Some would say "regular", some would say "decaf".

Me, personally, I've never drank a cup of coffee. I'm 56 years old, and I tasted it when I was, I guess 12 or 13 when I went to breakfast with my dad. It was bitter, didn't taste good. I had that nasty bitter taste in my mouth for hours afterwards. The next time I went to the restaurant, you know a month or two later, Dad said, "Why don't you try it again. This time put sugar in it and put milk in it."

And I said, "Oh, oh, camouflage that bitter nasty taste?"

He said, "Yeah. That's the idea."

I did it and guess what, I still didn't like the taste of it. So for me personally, I'm not a prospect for coffee.

Now, let's see, I'm 56 years old. Maybe in another 40 or 50 years, let's say Linda and I are up in Alaska and it's real cold; and maybe I drink a cup of coffee and now my body likes it. And if my body likes it, then I'm a prospect for coffee, correct? But up until that point, I'm not a prospect for coffee.

How many times have you heard somebody say, that has downloaded the ebook, **Success in 10 Steps**, "Well, I looked at network marketing; and I knew it wasn't for me, wasn't for me, wasn't for me." All of a sudden, boom!—it was for them.

See it's about timing. So the waitress, when I said so to the waitress and I said, "Hey, just bring me a glass of water or maybe some sweet tea." No problem, that is what I would prefer to

have. She didn't take that personally, did she? I just said no about her product; I didn't say no that she was a bad person. I wasn't a prospect for her coffee.

If you can convey that to that Yellow person to not take it personally ... that waitress didn't run back into the kitchen and go crying to the manager, "Oh my gosh, this guy out here didn't like my coffee." No! She didn't take it personal. I wasn't saying no to her, just the opportunity, just the opportunity. OK?

Now the 4th question, if you ask a Yellow, "Can you see yourself making \$5,000 or \$10,000 per month? They are going to say "Yes. With the team working with me. Show me the system. Show me how we can work together. Show me how we can work together."

And how do you visually recognize a Yellow in person? First of all, they are going to be visible. They are going to be wearing casual clothes when you see them, casual clothes. They are going to have a big warm smile. They are going to have a soft handshake. These are comfortable people. They walk at a slower pace, in a relaxed pace.

See, they know who they are. They are OK going to work on Friday dress-down Friday. Matter of fact, that's what they like the best.

If you go out to eat with a Yellow, they'll have whatever you have. They eat at a slower pace, and they finish last.

If you went in their office setting, you'd see pictures of family, ocean scenes, animals on their calendars, flowers, nature scenes.

If you got an email or a letter from a Yellow, there would be key words that you want to look for: "feel, together, team, family, family-run business, help, how can they help you?" That's the Yellow. Amazing people. Man, you want them in your business.

Blue:

But how about the Blue, the Sanguines. They are in that top right-hand quadrant, the 15%. You know they are open and direct. They are right-brained. Matter of fact, they are very creative and they are big on relationships. They are the most right-brained of all the Colors.

If you went driving with a Blue, you would know right away. They are the fastest drivers. They get the most tickets. Driver's school, as a matter of fact, in Florida was invented for the Blues.

Their motto is "fun, let's have a party!"

If you go shopping with a Blue, you will always know. You see, they go into the store and they know right where they are going. They go right to that place, get it and get out of the store. And I'll tell you what, they buy quickly sometimes and they have buyer's remorse.

Their voice, their voice is always loud and fast. They are always excited!

Now how do you recognize a Blue on a phone? Well, when you ask them, “What do you do for a living?” They will say “Sales, sales of any kind”. They will be in the entertainment business. They do karaoke. They talk faster and louder. They answer all your questions right now and then they keep talking. Matter of fact, you’ve got to interrupt them to ask them the next question. That’s a Blue.

Now know something, you’d better know the strength of the Blues, but to coach them, you better understand their weaknesses.

Now, why do you want Blues in your business? It’s because they are excellent promoters. They are energetic, enthusiastic, bubbly, motivated, convincing, they are the life of the party. But the reason they do network marketing is they are creative.

The biggest struggle you’re going to have, you’ll have a proven system that works perfectly, and they’ll want to improve it. They’ve got to learn, “just use the system!” Don’t keep recreating it, it works perfectly the way it is.

Now those are the strengths of the Blue.

When you ask them question #2, “How well do you like your job?”

They’ll say, “We have a lot of fun. I won the top sales award and the company really appreciates me.” Wow!

But understand something, I want to plant this seed there for you; what are the dislikes of the Blue? Once you identify quickly you’ve got a Blue, you better know something. They don’t like not having fun. They don’t want too many facts and figures. They don’t like to be alone, and they don’t like anything boring and they don’t like being sold. Wow! Those are the dislikes.

Now, let’s go to question #3. “Other than money, what’s most important to you?”

They are going to say things like “family, fun vacations, travel, a cool car.”

Question #4: “Can you see yourself making \$5,000, \$10,000 per month?”

They’ll say, “YES!” with enthusiasm. “Yes I have before. Yes! If we could have fun doing it.”

Now you know you’ve got a Blue in your organization, in your team, you are going to have to coach a Blue. You better know what their weaknesses are to help them.

Blues are unorganized. They are usually speaking. They are scattered. They are poor savers, they are poor on follow-up. And they exaggerate, it’s what they do.

I’m telling you how you coach a Blue. Let me tell you something, you get a Blue to do a 30-day mental cleanse and you get them focused, and they will build one of the largest, fastest organizations ever built; once you get all that effort and energy going with one company, using

one system; it will blow your mind what a Blue can do. So make sure you coach the Blues correctly.

Get them the Mentoring for Free System. Make sure they do a 30-day mental cleanse. Now, Blues normally take 60 or 90, but that's OK. That's OK.

Now, how do you visually recognize a Blue (or Sanguine) in person? Well, first of all, the visual of them, they are stylish. They are flamboyant. They have a lot of facial expressions, hand and body movements. Their handshake is fast and firm.

If you go to eat with the Blue, they are going to be the last ones to order because they are too busy talking to even look at the menu.

If you go into their office setting, you're going to see pictures of family, but you're going to see a lot of awards, top sales producer 7 months in a row, 12 months in a row.

Their desk, man if you get in their office, their desk looks messy, looks disorganized, but they know where everything is. Don't you dare move anything. See they know that 7th pile to the left under the banana peel is the form to fill out to get the superstar space commander bonus when they qualify for it. But don't you try to explain to them why they need to get that form filled out ahead of time. They are not going to do it. But I can promise you, when they qualify for the bonus, they are going to say "Ok, let's fill out that form" and they'll know "7th pile to the left under the banana peel, there's the form. Let' get it filled out and get going."

They see the big picture quickly. Ok?

Now, if you got a letter or an email from a Blue. You're going to see many, many, many words highlighted, bolded, capital letters. You're going to see "P.S.", and a lot of times you'll see a "P.P.S.", and a lot of times you'll see a "P.P.P.P. S." because they cannot tell you everything in the letter, they've got to keep talking and they are going to do it with their email.

Ok? Great. So now you've got a little bit of an idea about the Blues.

Greens:

Now let's talk about my Greens. These are some of my favorite people. OK?

You see, the reason I say that is I used to blow the Greens off because these are the analytical people. And Ladies and Gentleman, it hit me one night ... My mentor, Tom Big Al Schreiter, called me up back several years ago, gosh probably 5 years ago. My wife, Linda, my mother-in-law Lucille and our daughter Amanda were on a mother-daughter-grandmother get-away vacation up in Maine; and Linda had taken my 4x4 Power Stroke 4-door Diesel Pick-up Truck. And her mom and our daughter went on a get-away trip to Maine. It was just a mother-daughter thing, get away.

And anyway, Tom called me, and he was coming to Florida to do his Florida seminars; and he was going to be in Tampa, Florida and then go to Orlando, Miami/Ft. Lauderdale area, and then up to Jacksonville. And Tom asked if I might want to do the Tampa event because I live right here close, and I said “Well, Tom, I’m free, I can go to all 4 events with you and run the back table for you; collect the \$5 at the door and the people that do the CD’s and stuff like that.

So, I did that.

So I picked him up in Tamps. We did Tampa, Orlando, Ft. Lauderdale. Now we’ve got about a 5 hour drive from Ft. Lauderdale up to Jacksonville, Florida; so we talked the whole way.

And Ladies and Gentleman, I’ve got to tell you something, it dawned on me ... In my career, I used to blow off the Greens because they need too much information. And I’m thinking, “They are never going to make up their mind. If it takes them this long to decide, they are never going to do anything.”

And it hit me like a ton of bricks. As I was talking, it dawned on me that Tom Schreiter had built an organization in a company 30 years ago without the internet, without the telephone, without fax broadcasting, belly-to-belly, eyeball-to-eyeball marketing and built an organization of over 100,000 distributors. Over 100,000 distributors.

Can you imagine not sponsoring Tom? The guy that sponsored Tom into that opportunity’s life was forever changed; because he sponsored one person.

Now, Tom is a Green. Matter of fact, he’s a Green, Green, Green, Green. He’s all Green! He has got to be the most analytical person on the planet.

Can you imagine how many Tom Schreiter’s I didn’t sponsor? That was ice water in my face.

So Greens, I say that they’re my favorite people because I tell you what, I learned to love the Greens and sponsor Greens.

35% of the population is going to be Greens. They are indirect and self-contained. They are totally left-brained, logical and analytical.

If you went driving with the Green, you’ll know it right away. They will check all the fluids, the belts, the hoses. They’ll map out the route where you’re going. They are precise, they never change lanes. They’ve got a brand new Volvo with 500 miles on it, and they’ll tell you they took it in and had it serviced for the trip. OK?

Their motto is “Let’s get the facts and figures”.

If you go shopping with the Green, you will know right away because they’ve got all the coupons. They are going to have shopped everywhere, the internet, newspapers. They are going to get the best deal. For them it’s like a hunt.

Their voice is soft and polite.

Now how do you recognize a Green on the phone? When you ask them “What do you do for a living?”, there’s going to be some pauses and they’re going to say, “Well, I’m an engineer, accountant, mathematician”. Anything, Ladies and Gentleman to do with logic and reasoning.

They talk very, very precisely. They are thoughtful. They may want to ask you the reason why you are asking the question. Don’t be surprised if they do.

Now, you’ve asked the first question, and right away you know, “Man, I’ve got a Green.”

What are the strengths of the Green. So why would you want to sponsor a Green into your organization? They are the most organized people on the planet. They are great planners. They are dependable problem solvers. They are task-persistent. They are amazing on follow-through. They are accurate. Wow! Man, you’re going to want to sponsor this person.

Question #2: “How well do you like your job?”

Oh, they’ll answer you, “Well, ok. The company is following my business plan. The heat index this year has changed all my calculations for the next two year’s energy budget though.”

Now that you know you’ve got a Green, you’d better know what their dislikes are. You better know this, you better write these down.

Greens don’t like pushy people, and they don’t like not having all the facts and figures. Ok? And they don’t like being late. If you’ve got an appointment with a Green, and you’re one minute late, don’t bother going. Don’t bother going, you’d better cancel; because a Green would rather be an hour early than one minute late. Just know that. OK?

The third question: “Other than money, what’s most important to you?”

“Being right, having a new Volvo, getting all the kids through college.” That’s the one thing about a Green, their mission is to get all the kids through college because they believe success has to be through education.

Now what are the weaknesses of the Green or the Melancholies?

Guys, to coach one, you’d better know this. They over-analyze everything. They are hard to please. They easily get depressed. They have a problem with loneliness, and they are pessimistic about everything. See, they look at that business why it’s “not going to work”, not “Why it is going to work”.

You see, the Blue looks at everything “why it’s going to work”. The Green is trying to figure out every reason “it’s not going to work”. It’s just that simple.

So how in the world do you coach a Green?

Ladies and Gentleman, you will change a Green's life in days when you get them to share their feelings. Matter of fact, tonight we're going to be doing the Coaches Corner Call; and usually late on the call, the Greens will start opening up and sharing feelings on the call. It's life changing for them. Life changing.

You see, the Green is the person that they got married, and they told their spouse the day that they married them that they loved them, or maybe before the marriage. And 15 years later, the spouse asks the other person, "Do you love me?" And the Green person says, "Well, of course I do. Why do you ask?"

"Well, you haven't told me since you proposed to me."

"Well, if I change my mind, I'll let you know."

That's the way they look at it. They know, "I love you, I love you!" That's it, no more need to talk about it.

Hmm?

If you ask a Green the question, "Can you see yourself making \$5,000, \$10,000 a month? They are going to say "Show me the checks and the system of the people that are making that kind of money; after I create a spreadsheet showing the growth potential of the business model, I'll answer you then."

Wow!

Now, how do you visually recognize a Green or Melancholy when you see them in person? First of all their clothes are going to be formal and conservative. They are always going to have a shirt with a pocket so they can carry their pen or their mechanical pencil and calculators, things like that.

Walking, they walk stiff and direct. They have no body gestures. They are restricted, they are expressionless. They are good poker players.

If you go to eat with the Green, you'll know right away. They ask "What are the specials?" They eat in a structured way. They clean up their plate. Matter of fact, they clean up the plate and they stack the dishes. They will put the big plate, they'll put the saucer, they'll put the iced tea glass, they'll put the silverware on the plate or in the glass. And of course, if you've got a butter knife, the handle is heavy, so they put it with the handle down in the glass with the butter knife poking up; because they know it will tip the glass over if you put it the other way.

Their tip will be setting on the table with something on top of it to hold it down so it doesn't blow away.

Pictures, if you go into their office, they are going to have pictures on the wall of the corporate home office. Everything has a place and is in that place. They are going to have a map on the

wall, and I can tell you this, if they are a Green, they are going to have a world globe (you know the globe where the world spins on the axis-the globe). Matter of fact, they made globes for the Greens.

Key words: If you got an email or a letter from a Green, you'll notice it right away. It will say things about their graphs and charts. They will say things like "My research, exactly"; they qualify their statements. They are very, very logical. And if you're talking to them in person, they will enunciate their words perfectly; and they always pause before they answer a question; because they are thinking ahead, "Then why are you asking me this question?" They want to know so they know how to answer the question and not give you too much information.

That's the Greens.

So if you're going to coach a Green, make sure you get them to realize they need to share their feelings. Green struggle the most with the Coloring Technology, because it's really this simple, and they say, "You know, I've taken all these Briggs & Myers', I've done these tests, I've done this, I've done that You mean to tell me, all I've got to do is look and see if they are open and if they are direct or indirect, and I know they are a Yellow or a Blue?"

"Yeah."

"If they are indirect and self-contained, you mean I know they are a Green?"

"Yeah."

It's too simple for them. They want to make it complicated. It's just that simple Guys. If you've got that little cheat sheet I gave you at the beginning of the call, you can own this thing.

Remember now, let's go to the next Color.

Reds:

Reds are in that bottom right-hand corner, and they make up 15% of the population. They are direct like the Blue, but they are self-contained like the Green.

They are left-brain logical and analytical. If you go driving with a Red, you'll know right away. They drive swiftly. Don't get in their way. Matter of fact Mercedes Benz was built for the Reds.

Their motto is "Get out of my way now! It's my way or the highway!"

Shopping: If you go shopping with the Red, it's not a problem. They buy brand-name designer clothes, designer automobiles Matter of fact, they just usually have somebody shop for them.

Their voice is forceful with volume. They are about control. Control. You see, the Red is the one that tells you "This is a business, dress for success!" You've got to wear a dark suit, white

shirt, red tie, power tie. You've got to have power hair gel in your hair. You gotta have the Rolex watch, even if it's an imitation. It's power this, power that.

You know what, Corporate America works perfectly, but it doesn't work in network marketing.

The Red personality is the most successful people in Corporate America and they've failed the biggest in network marketing.

Mm Hm!

And I'll get into that a little bit later.

So how do you recognize a Red or a Choleric on the phone?

If you ask them, "What do you do for a living?"

They'll say things like, "Oh, I'm the CEO, bank president, attorney, military leader, postmaster." Their talk will be stern and powerful. They answer all your questions to the point, with no chit chat.

Hmm?

Right away quick you know you've got a Red.

What's the strengths of the Red? Well, they are the best negotiators. They've got lots of energy, they are risk takers. They've got confidence. They are leaders. They take action, and they are independent.

See when you sponsor them, just let them go. They are going to do what they want to do. They are going to do what they want to do! No, you're not going to coach them. Just know that.

If you ask them, "How well do you like your job?"

"Oh, the company is doing great because they are doing exactly what I told them to do." That's the way they are going to answer you.

Now, right away you know you've got a Red. So what are the dislikes of the Red?

Well, first of all, they don't like losing control. They don't like any kind of indecision. They don't like small talk, crying. If a Red sees somebody cry, it just makes them upset because they see it being soft.

If they are having a disagreement with their spouse, and the spouse starts crying, they will tell them, "When you quit crying, we'll finish this conversation." They just don't like it. They see it as being soft.

If you ask them the third question, “Other than money, what’s most important to you?”

They’ll just pause for a minute, and they’ll say, “Well, what do you mean? Money. I can have everything with money!” Because to them, money is power and control.

Now if you’ve got a Red and you know you’ve got a Red, you better know what the weaknesses are of the Red. What’s that? It’s their ego. Matter of fact, they are very domineering, they are short-tempered, they are unteachable and they are impatient.

They don’t get ulcers, Ladies and Gentleman, they give the ulcers. Ok? Just know that. Plain and simple.

So, how do you coach a Red? You don’t. You don’t. The best thing you can do for a Red is get them the *CD Color to Success* and help them to understand the Colors, and that will change their life.

If you ask them, “Can you see yourself making \$5000, \$10,000 per month?”

They’ll say, “Yes, I already do! Is that all I can make? Show me the big money. Show me the BIG money!”

That’s the way they are going to answer.

Now, how do you visually recognize that Red or Choleric in person? They are always, always dressed for success. They have brand names, solid colors suggests power. Ok?

If you shake their hand, it’s firm and slow. They will always make eye contact while they are shaking your hand.

They walk faster, faster. They get there yesterday. They are very task oriented. If you say something about “smelling the roses”, they say “Yeah, I’ve smelled more roses than you have, so what!”

If you go to eat with the Red, you’ll know right away because they stick to what they like. They are always the first one done eating. They talk fast and they eat fast and they talk.

If you go to the restaurant with a Red, make sure you order first; because they are going to want to order for you what they are going to be eating. They want you to eat what they eat. “Try it, try it, it’s great, you’re going to love it, try it, try it, try it! You’re going to love it!”

If you go into their office, they are going to be sitting behind a big desk with a big chair. Now, you’re going to be sitting in a chair in front of them that looks like their chair, but it’s going to be a lot smaller, Ok. There will be no family pictures in sight unless a souse put them there. You are going to see many, many, many awards and trophies and things like that.

Key words: If you got an email or a letter from a Red, there's going to be some key words in there. There's going to be first of all, no feelings in the letter unless they are mad at you. Many words are abbreviated.

Now, I'd like to ask you guys to be thinking about something. How many times in your life have you had a problem that you could have addressed if you had known the Colors?

Let me give you guys an example. We did this training, like this, about, gosh, 6 or 7 years ago; and there was a gentleman on the call from the UK. And his name was Meric.

And he says, "Michael, this was the most amazing training I've ever heard and I've really had a major paradigm shift tonight."

And I said, "Really? What did you get out of this?"

And he says, "Well, I love the Colors, but I don't like your phone script."

I said, "Really? How do you call people?"

He said, "Well, if you were my lead, I'd call you up and I'd say 'Hello, is Michael there? (Yeah. This is Michael.) Hey, Michael, this is Meric. I got your name as somebody interested in a home-based business. I got the best home-based business on the planet. Are you ready to join the wining team?'"

And I said, "Wow. How's that working for you?"

He said, "Well, what do you mean?"

I said, "Well, you making money?"

He said, "Yeah. I'm really successful."

I said, "Oh, ok. Let me ask you a question", I said, "How long have you been doing this?"

"Oh, 6 years."

I said, "Really? In 6 years, have you ever found one person that could duplicate what you just did to me?"

Dead silence guys.

He said, "Never."

And I said, "Well, then what that tells me is, that you're in a front-end load type program. You're at the top of the pay plan, and you charge somebody \$495 to get in the deal. You make \$400, the company makes \$95. And you call people and just sell 'em, sell 'em, sell 'em, sell 'em, sell 'em."

And I said, “Here’s what you’ve got to understand. 35% of the population are the Yellows, they don’t like pushy aggressive salespeople and being bullied. The Blues are 15% and they don’t like being sold. And the Greens, you can’t sell them. If you start coming at them, they’re gone. So that’s 35+15+35, that’s 85% of the people you talk to.”

“Now let me ask you a question, Meric. How many of the Reds do you think like to be talked to the way you just talked to me?”

He said, “Oh gosh, maybe half of them don’t.”

I said, “Well, let’s say 1/3 did and 2/3 didn’t. So if we took 15%, let’s 5%, so 85+5=90% of the people you talk to, 90 people out of 100, 900 people out of 1,000—when you open your pushy aggressive sales mouth, 90 out of 100 people lean back and run from you. 10 out of 100 lean forward.”

“See, when I talk to people, I have 90 people leaning forward wanting more information; 9 out of 10 wanting more information.”

“So, Meric, what that tells me, you are in a front-end load stair-step breakaway type comp plan where you’re making all the fast-start money. There’s no residual because you don’t have anybody duplicating, so you’re not duplicating anything. You’re nothing more than a salesman. A used car salesman could probably make more money. Why don’t you go do that?”

Ladies and Gentleman, if you get that ...

Let me give you some other tips and ideas. If you have a website that has got blinking anything on it, glitzy cars, automobiles, fancy stuff—90% of the people will click and get off of there as quick as possible. If you’ve got music that starts playing when somebody goes on the website to distract them, if the person cannot find the mute button quick enough or hit the mute key on their keyboard, or delete the song or the music from the site, they’re gone. So, if you’re doing that kind of stuff, you’re driving away about 90% of the people that go to the website.

That right there, Ladies and Gentleman, is a million, million-dollar tip. I hope it makes sense to you.

If you’ve got some question you’d like to ask me, if you want to figure out your personality type, jump on here a few minutes early and we’ll be talking to you there.

So, we’ll see you at 10:30.

Thank you very much. Good night.