

Color To Success

by Michael Dlouhy

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.

People fall asleep when you say "phlegmatic, sanguine, melancholy and choleric". But they understand colors. And you can easily learn to color your way to the top. You can get the full training CD at: <http://Community.colortosuccess.com>

Following is a brief synopsis of our training:

Yellows (Pearls)

Yellows make up **35%** of the population.

- They are nurses, schoolteachers, UN workers ... the nurturers.
- They give from the heart.
- They don't have time for themselves, because they give to everybody.
- Yellows have built some of the largest organizations in network marketing ...
- WHEN they have the belief they can do it.

How To Sponsor A Yellow

- To color your way to the top, you need to learn to be a chameleon.
- Yellows don't want to be sold.
- They don't like pushy, aggressive salespeople.
- When you talk with a Yellow, become a Yellow.
- Slow the pace.
- Contain your excitement. Lower the volume.
- Yellows see excitement as hype, you trying to sell them.
- Don't tell a Yellow about making \$10,000 a month, because they'll turn right off. Instead, visit with them. Skip the business.
- Talk about their family, their kids, their vacation.

Yellows cannot work in stair step breakaway-type compensation plans. They have to be in a plan where you can put people under people and people under people. They're best in any kind of "infinity" plan that pays them to work deep, deep, deep.

They'll never be happy in a unilevel or a stair step breakaway plan where you put 5 people on your front line, until you hit a certain volume amount, then you put another 5 people on your front line, etc.

Success in this plan requires all your time spent on massive first level recruiting. This doesn't work for Yellows.

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MLM industry stats show the average network marketer only ever sponsors 2.7 people. So if your Yellow sponsors 3 people ... if they have to go 5 wide, then they haven't done anything. But at 2 wide, then they can put 1 of their 3 underneath somebody.

And other average people can sponsor 3. Now you've got some spillover. And then here and there you get a serious business-builder who sponsors 8 or 10 people a month, and you get more spillover. When more people work together, you get more synergy. So THAT compensation plan works great with the Yellows.

Blues (Spaphire)

- BLUE's "just wanna have fun."
- They're **15%** of the population.
- They're always in a sales business of some kind.
- They jump from program to program to program, looking for fun. These are the planet's most creative people.
- A Blue sees the big picture instantly.
- They don't need or want all the details.
- Blues can eat an elephant, but not at one meal.

How To Sponsor A Blue

- They're same as the Yellows as far as the comp plan. In the same comp plan, they can go deep, to create massive spillover and a lot of stuff happening quickly for them. That gets them excited, and they'll stay in the business. With a Blue, talk excited, get excited.
- Talk about going scuba diving, sky diving, having fun, fun, fun. That's what they want. "Hey, when you meet me at the airport, I'll be wearing a Hawaiian shirt. You'll know me. I'll have a big, funny hat on." That's what they want to talk about. They'll talk about vacations & family, but most of all they want to talk about fun things to do.

Greens (Emeralds)

- Greens are **35%** of the population.
- They're the analytical people. They analyze it to death.
- They've missed millions of dollars in opportunities because they analyzed it too long.
- Greens can take Blue's idea to the next level.
- They work well in any type of complicated compensation plan.
- They like to figure out the Super Star Space Commander bonus that's paid out on the 3rd, 9th, & 12th levels, every other full moon.

How To Sponsor A Green

- Greens believe they're the smartest people on the planet.
- With a Green ... in 2-3 minutes, you'll know you have a Green.
- They want ALL the details.
- You are NOT going to sell them. Don't even try. They have to sell themselves.
- They'll go to the web site, they'll listen to the conference call.
- Then they'll go to the next website and the next link. If you have 27 links on your website, they'll go to every one.

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- They'll read all the testimonials, all the articles, etc.
- Enunciate all your words correctly for a Green. Don't speak too fast. Don't speak too slow.
- Be upfront. Give them all the information. Answer all their questions. Give them more websites to go to.
- If you call in the meantime to answer questions, they'll be abrupt. They see that as you being pushy.
- Let Greens analyze the information at THEIR pace. In a week or 2 or 3, they'll call back for more information or ready to start. They've sold themselves; decided this is the perfect business.

Greens want to feed a Blue the elephant in one meal. And that's the way the Green will build the business.

Reds (Rubies)

- Reds are **15%** of the population.
- They are money-motivated, money-focused.
- Don't bother talking to them about your family or your vacation. They don't care.
- They know if you get married, you're supposed to have kids. If you have kids, you're supposed to go on vacation. End of story. Don't want to talk about it.

How To Sponsor A Red

- They want to talk about the money, the money, the money.
- Reds do well in a stair step breakaway compensation plan, because they think network marketing is a sales business.
- For them, it's sell, sell, sell. In a stair step plan, they can put 5 people on their front line.
- If only one produces, they never go back and put somebody underneath them. They're just looking for producers, somebody who will build, build, build.

The Red knows that once that first productive person in the first group of 5 hits \$50,001 volume, they'll then break away. And the Red's override drops from 15% to 5%, because the other 10% goes to the person who built it. That's fine for the Red, because they understand their job is to find another Red and keep getting those 5% retentions. For them, it's a sales business.

Reds are the corporate CEOs, the "get-the-job-done" people, the ones everyone in network marketing is looking for.

But it's a fallacy. Reds are just **15%** of the population, and they are absolutely not coachable. They have the biggest egos. They order people around. It works in corporate America, but not in network marketing. When a Red demands that people get on conference calls, he drives his people away.

On the other hand, Reds are well-connected. You want to sponsor Reds because they'll put you in contact with powerful people. They know business owners, governors, leaders, etc. So target Reds. But don't dare think you're going to coach them or mentor them or tell them what to do, because it's NOT going to happen. Let them do it themselves. You really have no choice, anyway.

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But network marketing is NOT a sales business.

It's a teaching and mentoring business.

That's what I learned early from Tom "Big Al" Schreiter.

When you find people massively successful in a stair step breakaway type comp plan, they are the Reds, the salespeople. But with that type plan, retention is very low. If they recruit 100 people in a year, they've got just a handful left by the end of the year.

But with a Yellow, if they get 100 people in the business, they'll teach & mentor. They'll work down deep in the organization and they may have 60 or 70 still active after a year.

Saddam Hussein Meets Dr. Phil

Everyone is a blend of colors, showing different personality traits at different times. Now I've never met Saddam Hussein, but from what I've seen, he seems a pretty "hard sell" guy to me. Very red. And lesser amounts of analytical, funloving & caring for people.

Wouldn't you agree?

My guess would be 75% Red, 12% Green, 8% Blue, 5% Yellow. So what would happen if Saddam met, say ... Dr. Phil? My guess on Dr. Phil is maybe 40% Yellow, 25% Red, 25% Blue, and 10% Green.

THAT meeting might make the News at 11. What's the point?

Well, as you meet and LISTEN to people, get in the habit of spotting the different colors in their personalities. Use the clues we talked about. Use the "colors" technique every day. Make it second nature. I guarantee you'll be very glad you did.

Opportunity Has VERY Long Legs

Another observation here is that 85% of the population (Blues, Greens & Yellows) either work best or work very well with network marketing compensation plans that pay down deep or to infinity. Reds (15%) are much better with unilevel (unlimited width) plans.

Decide for yourself, but it's always good to have the percentages as much in your favor as possible.

A Concept That Changed My Life

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.

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Everyone is a blend of all these colors. Personally, I'm 40% Blue, 30% Red, 20% Green, & 10% Yellow. 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, remember?), I saw someone who took forever to make a decision. They'd analyze 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, they never quit. They're not like the Blues. You can put a Blue in the business tonight, but they'll never do anything. They'll never even activate their business.

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 the biggest secret for me was learning that network marketing is not a sales business.

**It's a teaching & mentoring business.
No wonder the Yellows & the Greens are so good at MLM.
AND they make up 70% of the population!**

So let the Yellows & the Greens know that it's not their fault. The cards have been stacked against them in network marketing. And the Reds have been telling everybody the whole time that it's a sales business. Sell, sell, sell. It has NOTHING to do with selling. It has EVERYTHING to do with teaching, training, coaching, and mentoring people.

YOU: Robo-Bonder!

This technology will connect you with the deepest desires and needs and fears of the people you set out to bond with. 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 this business. For us, learning these secrets was a life-changer. If you'd like to learn complete details about recognizing and dealing with each of these personality types, and if you'd like to hear EXACTLY what we say on the phone to each type, get a copy of our CD course, "Color To Success".

Just go to:

<http://Community.colortosuccess.com>

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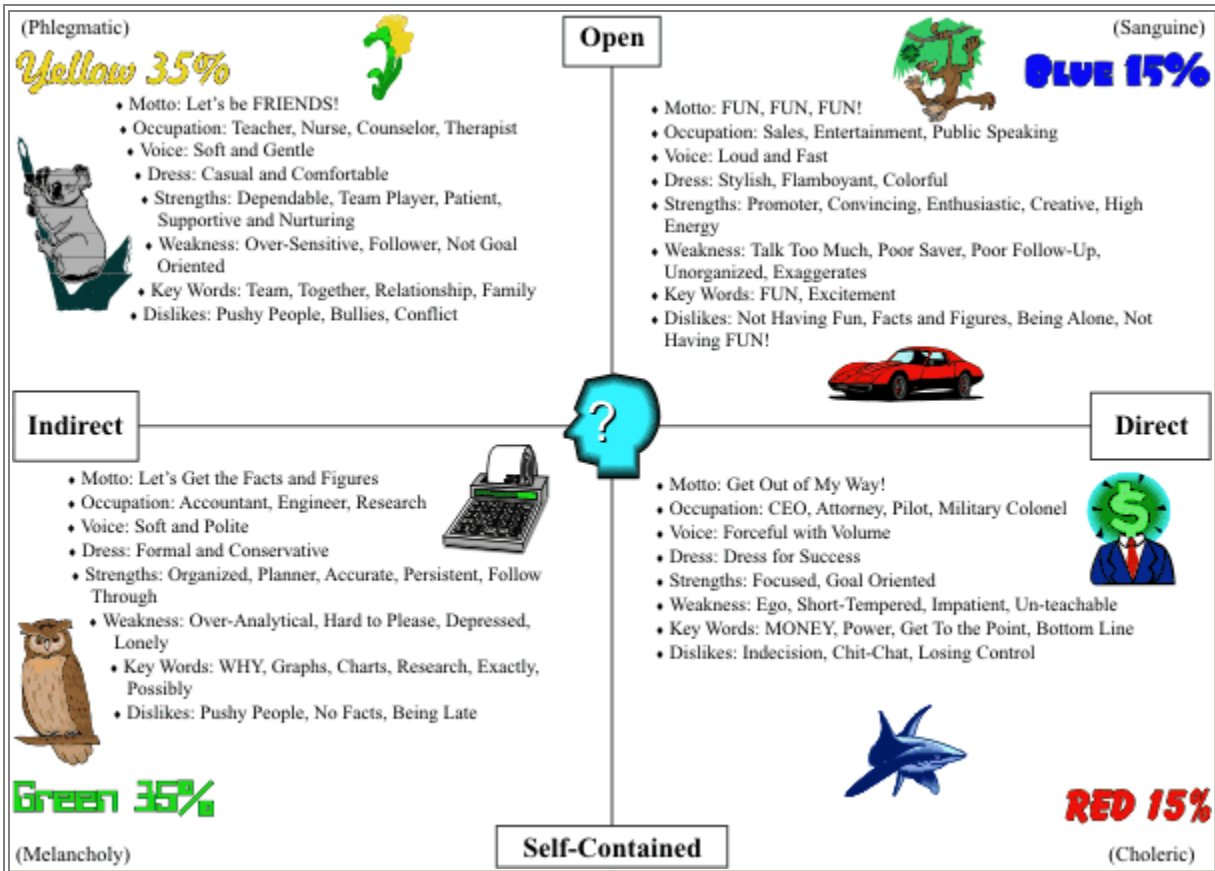
First Skill: The Colors Personality Training

Taken from: <http://mffaudios.net/>

Michael's *Color to Success* skill provides you with a method you can use to determine the personality of the person you're speaking with so you can make the best possible connection with that person. This is useful in both your personal life and your networking business.

Michael's Color Detector Chart

(Can You find all 9 hot spots and what they do?)



"You are fine just the way You are", *Michael Dlouhy.*

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Coaching by the Color!

One dimension of our personality training that will help You keep your Team pulling together.

Yellow: open and indirect

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

Blue: open and direct

If the person is NOT a social animal, craving almost constant contact with people, they are not 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 unorganized. You're scattered. You've never balanced a checkbook in your life.

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.

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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.

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!"

"If I was to be coaching you, I'd start working on Your weaknesses. Your weaknesses are that you overanalyze 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."

Red: self-contained and direct

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

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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 un-teachable. 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.

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

Open: Accessible, having NO obstacles to self-expression, freely shares thoughts and emotions.

Self-Contained: Shows self-control, formal and reserved in manner, hesitant to share feelings.

Direct: Talks more than listens, dominates conversations.

Indirect: Listens more than talks, gives concise answers.