

Explode Your Sales with Personality Marketing

Do you know your customer well enough to know how to take care of their wants and needs? By marketing to their personality type, you'll push on their hot-buttons and get them to open their wallets and buy your products and services.

By Tim Van Milligan

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Chapter 1: How to Know Your Customer And Increase Your Sales Effectiveness

Are you looking for specific steps to get to know who are your best sales prospects? Wouldn't knowing this information help you make more sales? After all, knowing how your customers are alike would help you target them a lot more effectively, right? You're not selling to everyone. Companies that try to sell to everyone, without targeting anyone "specifically" – well, they go out of business.

Most of the stuff I've found when searching the internet about how to determine what your customers have in common is junk. They want you to wade through a lot of demographics, such as: How much money do they have? What is their age? Where do they live? And then, they finally get to the real question, but they don't tell you how to get answers for it.

What is the real question you need to answer?

David Garfinkel, the world's premier copywriting trainer, says the first step in writing sales or marketing text is to "zero-in on who your prospect is." In other words, specifically, who is your prospect?

- * In terms of your prospect, what is on their mind?
- * What are they thinking about?
- * What is keeping them awake at night?
- * What do they wake up in the morning thinking about?
- * What is their main problem, or their main desire that you can help them with?
- * How do they talk about it?
- * How do they think about it?
- * What are the actual words that they use?

Answering these questions is difficult. None of the traditional marketing experts have any advice on how you can get answers to these questions, except to say do a marketing survey. ***Really—it is that lame.*** That is their answer. They want you to spend all your time and money doing another survey, because you don't have anything else to do with your free time.

Obviously, I'm being sarcastic. I know you don't have any free time. You're running a business, and by definition, you don't have enough time to do everything that NEEDS to be done, let alone the stuff that you WANT to get done.

Quickly find the answer to who your best customers are

I have some good news for you. There is a somewhat simpler way to find out about what your prospects have in common. Not what age demographic they belong to, but what are the triggers that cause them to open up their wallet and buy what you have to offer.

That is the real question you want answered, isn't it?

* What is the trigger that you can use to persuade them to buy from you?

The answer to this question can be found by studying the MBTI results of your best customers. And it is remarkably easy to get this information.

The letters "MBTI" stands for the Myers-Briggs Type Indicator. You've probably taken the assess-

ment to find out what kind of personality you have. And there are many web sites that will give you a description for what it means. A good one where you can take a quick test and to discover what it tells you about your personality is at:

<http://www.humanmetrics.com/cgi-win/JTypes2.asp>

You can ask your best customers what kind of personality they have, because it is such a popular test that it is likely that your customers have already taken it. Or you can deduce it from a relatively quick review of the past conversations or emails you've had with them.

Once you know what their MBTI personality type is, what do you do with it? Great question! That is what I want to talk about, because it allows you to be laser specific in your marketing, and therefore it will save you time and money. And because it is a more effective approach, you'll see a larger increase in sales! Save money, and more sales... what could be better?

Where to start?

Our purpose of the MBTI assessment (from our sales perspective) is to dig into the minds of your prospects and find out what they are thinking about. "What is keeping them awake at night?" "What are their concerns?"

From that starting point, you can craft your marketing message to increase the chances that they'll open up their wallets.

Chapter 2: Read Your Customer's Mind To Increase Marketing Effectiveness

Can you really understand what is going on in the mind of your customer? That is the bottom-line question you have to ask if you dare to believe that you can use the MBTI-assessment as a research tool.

To be honest, a lot of people discount and ignore the Myers-Brigg assessment. The personality profile will indicate them as having one trait, but they feel that it is wrong. For example, the test may indicate “introvert,” and yet they have an occupation that puts them in front of a lot of people all the time (an extrovert). Certainly, the test can't be right, can it?

The problem isn't with the test, but in other factors acting outside of the person. I like to call these: “*environmental factors.*” These play a huge role in the habits we form (such as buying habits), how we behave, and most importantly, how we appear to others.

Let me try to simplify this, so that it makes sense.

Sometimes you're up, sometimes you're down...

When people take the Myers-Briggs test and it pigeon-holes them with a specific personality trait, such as introvert or extrovert, they think it is a “yes-or-no” or “black-or-white” type of answer. It's not. It is more like a teeter-totter that has a pivot point. You have both characteristics in your personality, and you can be both introvert, and extrovert. But at any one time, one end is usually higher or stronger than the other. And that end can be up really high, or just a little bit. At another time in your day, the other end may be in the up position. But you have a preferred position for the teeter-totter which it will gravitate toward if those environmental factors were removed.



The Basic Personality “Pairs”

In the MBTI personality assessment, there are four different pairs of traits that are tested, so there are four teeter-totters going at the same time. Obviously, that gives you an *infinite* combination of personality moods.



Instead of thinking of the personality profile as four distinct teeter-totters in motion, think of it as a beach-ball. On one hemisphere are traits like: Extrovert, Sensation, Thinking, and Perceiving. On the opposite side of the sphere from Extrovert is Introvert. Opposite of Sensation is Intuition. Opposite of Thinking is Feeling. And finally, opposite of Perceiving is Judging.

Like the teeter-totter, where one side of the lever is heavier, each

one of the octants (1/8 of the surface) of the sphere has a different mass. That means the ball when rolled, will be lopsided.

It wobbles when you roll it. But when it stops rolling, the heavier side will usually come to rest at the bottom of the ball.

The heavy side of the ball is your preferred personality state. Say, for example, your preferred state is an introvert (like me). So when it isn't rolling, your introvert side is in contact with the ground.

But along comes a gust of wind and starts rolling the ball. Now which side is in contact with the ground? Do you understand the metaphor? Sometimes your introvert side will be down, sometimes it will be up. But over time, statistically speaking, it will be in contact with the ground more often than its opposite trait (the extrovert side).

Environmental Factors Roll Your Ball

Your personality has a preferred state. But because of outside influences, which I call the environmental factors, you're not very likely to be in your preferred state. You have been forced by the outside world to be in a different state. I'll go on to submit that you're rarely in your preferred state (your comfort zone). And until the outside force is removed and the ball can stop rolling, you'll continue to be outside of your comfort zone.

These environmental forces can be a lot of different things. Here are several examples:

- * You may be married to an extrovert, and be forced to be in a lot of situations where you hang around large groups of people.
- * Your parents forced you to take classes in music and art, just to get you in touch with your "feeling" side.
- * You might have had a tragic accident that left you emotionally scarred. And now you may have fears of doing something that you once loved doing.
- * You worked for a boss that is a strong "feeler," and you were assigned to represent the company to a major client. How did your boss react when you made a slight protocol error?
- * Your parents and your siblings always voted for the Democrat candidate. In order to keep the peace with them, you voted the Democrat ticket too.
- * You live in an apartment, and you have a neighbor that wants to practice his drums late into the night. This forces you to change your schedule, so you're out of the apartment as much as possible.

The point with all these examples is that there are a lot of situations out of your control, that force you to change your own behavior. ***The same thing happens to your customers too. They are being tugged and pulled in all different directions.***

I look at environmental factors as taking two forms: "peer pressure" from people, and physical factors such as natural disasters (sickness, accidents, weather phenomena). It will be the peer (or "jeer") pressure from other people that is most common. These environmental factors are constantly affecting our lives, and we are rarely in our preferred personality state. We're forced to be something we're not. And therefore, we have a lot of emotional stress.

Do you see the difficulty and the complexity of trying to market based on a person's personality

traits? Their ball is almost always rolling along on the floor, and they are not likely to be in their state of comfort when we meet up with them.

Can We Market To People Who Are Suffering From Outside Diversions?

Even before we can think about creating a marketing campaign that will attract a certain personality profile, we need to try to classify the traits of people to see if they will be receptive to our marketing message. *In other words, we're trying to figure them out — while their ball is rolling about wobbly.* It is like trying to do a wheel alignment on your car while it is driving down the highway.

This complexity is why most marketing experts just tell you to talk about things like: features, benefits, value, and price. Those are much simpler, right?

But then they tell you to sell the “emotion.” And that leaves you scratching your head. What does that mean?

Emotional Selling

Emotional selling is an attempt to match your message to one of the emotional triggers that the prospect is receptive to. For example, the marketing experts tell you to agitate the fears of your prospect. **Fear** is probably the most important emotional trigger you can use to generate a sale. But what fear are you going to try to agitate? That is a million dollar question!

It is a difficult question to answer, because everyone has different fears. Agitating the wrong fear in a person is not going to get you the right response; which is a sale. On the positive side, when you do hit on the right fear trigger, the chances of a sale are much greater.

Here is the exciting news. The personality traits of the prospects dictate what kind of emotional triggers they are receptive to. If we find out what the preferred personality traits of the prospect are, the easier it is for us to put together the right marketing message that increases the likelihood of making the sale. Why? Because we're getting into their comfort zone.

To me, the information on a customer's fears is priceless. That information is so powerful, that it virtually guarantees a successful conclusion to the sales process. As humans, our fears are the key motivator to get us to act “NOW.” If you are not agitating the prospect's fears, you probably aren't making many sales. But the key is to know those fears, and then to poke at them without appearing to poke at them. This is the priceless information that you saw earlier in this Personality Marketing report.

What if your marketing message is honed to match the prospect's preferred personality traits?

Imagine this. What would happen if you matched your sales presentation perfectly with the person's desired state? The person would be completely at ease, wouldn't they? They would feel really comfortable with your message. In other words, you would have created an instant bond of trust with them.

In reality, that is what the sales process is all about: building trust. So if you could create a marketing message that caused the person to gravitate toward you, it would make getting to “trust” a lot faster, wouldn't it?

Let me give you a metaphor picture to understand this. Imagine the person's personality ball rolling

across the surface of a trampoline. You get in front of the ball, and put a very heavy weight on the rubbery surface. That weight is your marketing message, tailored specifically for one type of personality. The weight creates a bowl shaped depression on the surface. So if by chance, their ball rolls to the edge of the depression, it will likely roll into it.



Weighty Marketing Message Attracts the Prospects

As it rolls down into the depression, it begins to go round and round, like it was trapped a whirlpool. This is your prospect checking you out from all angles. And it eventually rolls to a stop. ***Remember, when you roll to a stop, the outside influenced are removed and the part of the ball that is in contact with the ground is their preferred preference. Now you have them in a very comfortable position, don't you?***

I can't guarantee that you'll make the sale at this point, as a gust of wind might come along that is stronger than the depth of your marketing message; and the ball might be rolled away. But there is a much better chance that your marketing message will be acted upon. And it is certainly a lot more efficient than blasting holes in the surface of the trampoline (shotgun marketing) and hoping that their ball will fall through one of them. That is why it is worth studying how to match your message to the personality traits of the prospect. It is subtle, and it can be very effective.

It is still a complex process, however.

Simplify the Complexities of Mind Reading

For starters, ***who are we trying to classify?*** Our best customers that are currently doing business with us, of course. Those are the kind of people that we want more of, don't we?

Or would you want to market to the type of people that are the worst kind of customers? The kind that suck up all your time and energy, and that want you to discount your prices? Of course not. You want to go after the prospects that are easy to deal with and are a good match to your selling style.

Doing this one step makes the sales process so much easier. So your task for today is to go through your customer list and rank your customers. Give an "A" grade to your best customers, then a "B" grade to the next best, followed by the "C's" and "D's".

This is a good exercise to do anyway, because you'll eventually need to fire the C and D customers. They are probably sucking up 80% of your efforts and are only generating 20% of your profits.

Chapter 3: Marketing Through Personality Traits

Crafting a marketing message specifically to match the personality traits of a prospect is exciting cutting-edge technology. The advantage is that it cuts right through the natural skepticism that people have built up over their lifetime, and allows you to make an instant connection and a trusting bond. Once the bond is created, they'll be open to hearing what you have to say in your sales pitch.

The underlying foundation of this kind of marketing comes down to this: groups of prospects share certain traits.

That's not so controversial, as marketers have been collecting demographic information for centuries. What is relatively recent is the identification and cataloging of 'specific behaviors' that are based on a person's personality. In other words, *knowing a person's personality allow us to predict in advance what that type of person would do in a certain situation*. As a simple example of this, we know that people that are introverts will behave differently than extroverts.

The conclusion to this, of course, is to set up situations (create a marketing message) that causes the person to act in the way we desire them to act – such as buying our product. *We are not changing the prospect. We are changing how we create the marketing message, in order to merge up and come along side their natural desires*. It makes us more efficient.

The FBI Profiles Criminals - Because it WORKS!

Behavioral actions are quite predictable when you know a person's underlying personality. That is why the FBI uses people called "profilers" to help catch criminals. A criminal can change his name and appearance, but he can't change who he is on the inside. That is, you can't change a person with a lion's personality into that of a lamb. He will still do what lions tend to do, and that is why he eventually gets caught.

Become Your Own Profiler

Nobody is teaching you how to be your own profiler. Which is why I want to walk you through the steps. Instead of profiling criminals, *you'll be profiling your customers. You'll know more about them than they know about themselves*. And with this knowledge, you'll be able to create a specific type of bait that they like, and you'll be able to catch them with your marketing message. That is the goal.

What are the Different Personality Types?

The tool we are going to use to classify customer personality types is called the Myers-Briggs Type Indicator (MBTI). It has been around since the 1950's and it is remarkably accurate in categorizing people to their personality type. Since the same personality types share so many common habits, we can then use this information to create our customized bait (our marketing message). That's the goal. Understand so far?

The MBTI pigeon-holes people into basically 16 different categories based on four sets of personality traits. For example, the first set of traits is **Extrovert** versus **Introvert**. For shorthand notation, they are abbreviated as **E** or **I**.

Imagine or think of it as a teeter-totter. Your extrovert side might be high, or maybe you're more of an introvert (like me). But it is more than that, your teeter-totter could be pegged at full-scale-deflection, or it may be more of a 51-to-49 percent tilt. In other words, you may not be such the extrovert that you're comfortable running in a nude marathon. Nor are you such an introvert that you're afraid to leave your bedroom. You're probably somewhere less than either of those two extremes.

It should give you comfort to know that there is an infinite variation in just this one trait. That means there is still no one exactly like you.

However, there is still enough evidence that people that are on the introvert side of the pivot point have a lot in common with other people that are on the introvert side of the pivot. That is what makes this a workable system.

Other Personality Traits

Now that you understand the teeter-totters with the introvert-extrovert, we can now add in the other three sets of personality traits. They are:

- Sensation versus Intuition
- Thinking versus Feeling
- Perceiving versus Judging

Again, to abbreviate things, we'll use letters: **S=Sensation, N=Intuition, T=Thinking, F=Feeling, P=Perceiving, and J=Judging.**

So, that is four sets of teeter-totters to describe a person's personality. Again, it gives infinite variation from one person to any other person because each teeter-totter is positioned higher or lower than others. But there is enough similarities to put together a system to build a marketing message would appeal to the group that has a common category of traits.

For example, if you take the MBTI assessment, you'll get back a short descriptor of your personality. It may be something like: ESTJ. That means you have the traits of: **Extrovert, Sensation, Thinking, Judging.**

If you believe you are similar to other people that are classified as an ESTJ, then you will have many of the same behavioral traits with them.

As another example, say you were "typed" as an "INFP". This means you will have the traits of: Introvert, Intuition, Feeling, Perceiving. Again, you will behave somewhat similar to people that are also INFP's.

What it comes down to is 16 different types of personalities, because arranging all the letters, there are 16 different combinations. I'm an ISTJ, by the way.

Sounds impersonal, doesn't it? Being reduced to a set of four letters that can be arranged into 16 different combinations.

While it may be impersonal, the concept of categorizing personality traits allows us to understand people, and to help them where they need it most. That is what is exciting. We get to help people to function better in society, and to enrich their lives.

The Basic Traits - Reduced to Their Simplistic Form

So, here are some basic (very basic) definitions of what these eight different personality traits mean.

Extrovert – This is all about “energy.” The person that leans toward the extrovert side gets energized by being around people and interacting with them.

Introvert – Again, it is about “energy.” The introvert person gets energized in solitude situations. Superman had a fortress of solitude to re-energize himself, right? The introvert feels that his energy is drained by being around others.

Sensation – This person is comfortable with facts and concrete things. They aren’t afraid of numbers (math), and are comfortable with physical things they can see and touch. They want to know “what” happened today; such as: *‘what did the stock market do today? Was it up or down?’*

Intuition – This type of person is comfortable with invisible and non-touchable things. Things like theories, hypotheses, descriptions of feelings (like love), fantasy. They want to know “why” something happened; such as: *‘why did the stock market go up or down today?’*

Feeling – The Feeling type person is likely to display openly their emotional state. Their body language and the words they use to express themselves paint a vivid picture of what is going on inside them emotionally.

Thinking – The Thinking type person DOES have emotions. And they are just as powerful to them as the emotions of the Feeling person. The difference is that the person with the Thinking personality trait doesn’t display them outwardly for other people to see. It is harder to tell that they are hurting inside because it doesn’t show as much on the outside.

Judging – This trait has to do with making decisions. The judging type person likes to come to a definite conclusion to whatever situation they are in. They hate the cliff-hanger in a movie. They want to know how it ends.

Perceiving – This person resists coming to a definite conclusions. They want situations to be open-ended, so they have a variety of choices. The movie has to end with “and they all lived happily ever after” because that is still open-ended. If the main actor dies at the end of the movie, and the love relationship ends, the Perceiving-type-person would pull their hair out and say the movie sucked.

With these basic descriptions of the eight personality traits, you have a good start on creating your marketing message. That assumes, of course, that you know what kind of customer is a best fit for your product or service.

What Traits Do Your Customer’s Have?

Next, we need to determine what our traits our customers have. And this is where most marketing gurus stop, because it gets a little confusing.

There are eight traits, after all, and how do you tell which one applies to your customer. On top of that, and as we said earlier, there are also environmental factors acting on the person and are causing the prospect to act in ways that go against their natural inclinations. Therefore, picking up the clues is hard. We need some sort of cheat-sheet to help us simplify things.

Where can you find such a cheat sheet? That is where the Personality Marketing Manual comes in. It gives you the basics of how each of the traits manifests itself in human behavior. All you have to do is start observing their current behavior. With the Personality Marketing Manual, you'll have the decoder sheet to the cues that prospects leave out in the open. When you pick up on these cues, you'll be able to pigeon-hole them into the correct personality type. That is step one.

The Personality Marketing Manual also has the common traits of each of the four personality types, so you'll know what fears they have, and what they desire from a solution to their problem. Because you know what they want, you control the situation. It is like the poker player knowing the guy across from him is looking for an Ace of Spades; and he's holding it in his hand. He controls the table and he will always win the game.

If you are interested in getting your own copy of the Personality Marketing Manual, you can do so at: <http://CustomerSecrets.com>

Chapter 4: Personality Characteristics Lead to Selling Success

In the last chapter, I gave a brief overview of the eight personality traits that make up the Myers Briggs personality test. They are:

- Extrovert versus Introvert (E versus I)
- Sensation versus Intuition (S versus N)
- Thinking versus Feeling (T versus F)
- Perceiving versus Judging (P versus J)

What we need to understand is that these eight traits can be arranged in 16 different ways, to give you the personality characteristics or the profile of anyone you meet. For example, you can be classified as an ESTP, or an ENTP. They are different from each other, and that is what you should realize at this point. **You don't need to get freaked out at this point, as we'll simplify things later.** I'm just trying to give you the big picture so that we can work down to the specifics later.

The sixteen combinations in the MBTI are:

ESTP	ESTJ	ISTP	ISTJ
ESFP	ESFJ	ISFP	ISFJ
ENTP	ENTJ	INTP	INTJ
ENFP	ENFJ	INFP	INFJ

That sure is a bunch of alphabet soup, isn't it? I'll admit, trying to classify someone into one of these personality characteristic types would be very hard for a new comer to marketing.

Could you quickly tell a person who is an ESTP just by looking at him for 30 seconds? That would be the ultimate goal from a salesperson's perspective.

But I'll tell you up front that classifying someone isn't always that easy, because a person is rarely in their preferred personality suit at any given time. As we discussed earlier, there are a host of *environmental factors* that force us out of our natural tendencies, and into acting in a trait that doesn't quite fit us nicely. The example I gave before is that you may be an introvert, but you work in a field that requires us to meet and greet a lot of people (an extrovert situation).

The good news is that we don't need 16 different web sites to market to each one of the 16 different MBTI combinations. **There is so much common among personalities, that it really just simplifies to four!** And depending on the product or service, we could reduce this number to even less. Moreover, you could write your web site's copy in such a way, that you hit on all the hot-buttons of the four major personality blends. This means you really only have to tweak your existing web site and not start from scratch.

“Personality Blends” Simplify The Process

When sociologists studied the personality characteristics, they made an interesting discovery. They didn't just find 16 different types of people, each with their own distinct personality that was indistin-

guishable from the other 15. What they found was that certain traits seem to blend together, and this blend was easily distinguishable.

It may be hard to understand, but think of it this way: each of the four letters describing a person's personality could be thought of as a "color." Since there are four letters that describe a personality type, we could think of them as four colors of the eight total in the color palette.

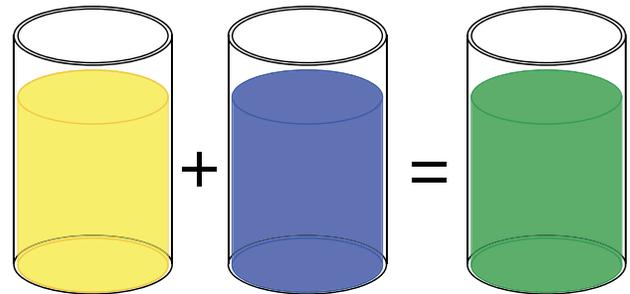
When you look at a person, you look for color combinations. In other words, you don't look for the individual colors, but the blending of colors.

But it gets simpler than this...

Interestingly, two of the colors are dominant, and they obscure the other two colors of the person's personality. And they blend together to make a new — distinct color. Now things just got a lot simpler. Instead of looking for the four individual colors, we look for just one!

Do you understand? It is like mixing two glasses of water that have the colors yellow and blue in them. When mixed, they make the distinct color: green. And while there are four colors in the mix, the green (which is made by two of the colors) is so dominant, that the final two colors in the mix are almost insignificant.

When trying to identify the personality traits of people, if we see the color "green," we know that the person **MUST** have the traits of yellow and blue. Those are the only two colors that can possibly make the color green. In effect, we've now just identified two of the four letters in their personality profile — the yellow and the blue.



The Four Blends

The four double-letter combinations that are dominant in any personality profile are: SJ, SP, NF, NT.

Look at the 16 possible combinations in this list:

ESTP **ESFP** **ISFP** **ISTP** - These four types all contain the S and the P traits

ESTJ **ESFJ** **ISFJ** **ISTJ** - These four types all contain the S and the J traits

ENTP **ENTJ** **INTP** **INTJ** - These four types all contain the N and the T traits

ENFP **ENFJ** **INFP** **INFJ** - These four types all contain the N and the F traits

You will see one of these four letter-pairs (SJ, SP, NF, NT) in each. Do that quick review now, so you totally grasp this major point. The first row contains the SP's, the second row the SJ's, the third contains all the NT's, and finally, the fourth row contains all the NF's.

That's it. Those are the four dominant letter-pairs, and each one makes a unique and identifiable quality.

An Example of Profiling a Personality Characteristic

Here is an example of how the two letters when combined together make up a new and identifiable characteristic. Let's look at the letter-pair: SP.

The “S” stands for “sensation”, and the “P” stands for “perceiving.” If you recall, this means the person is comfortable working with “*facts*” (the S part), and they like a “*variety of choices*” (the P part).

But that really doesn’t mean a lot that you can build a marketing campaign around. But matched together, they make a new color or a new substance.

It is like making the color green from yellow and blue, or water from the individual elements of hydrogen and oxygen. The new color or the new substance is completely different from the original elements that it is made from.

In this sense, the people that have the personality traits of the “SP” letter-pair is interesting. ***It creates a completely new animal than you would think possible just by looking at the characteristics of person with the “S” or the person having the “P” qualities.***

But let’s back up just for a second and review. There are four choices out of the 16 personality types listed above that have the letter-pair “SP.” What we’re looking for is a distinct quality that makes these people easily identifiable. In other words, how are the people with this SP letter-pair alike, and what do they have in common? What is the new color that they make?

Here it is. They share this trait in common... they are all “impulsive.”

More than that though; they love to be impulsive. Whether or not they are introverted or extroverted, they have an inner desire to be impulsive. And it doesn’t matter if they are openly display their emotions like a “Feeling” person, or they hide their emotions (a “Thinking” type), they are still impulsive, and will act on their impulsive drives if there are no environmental factors inhibiting them.

So when we see a person that is “impulsive,” especially when they are not being influenced by other people to control their behavior, we know right away that two of their four letters are the S and the P.

An Example of Identifying the SP Personality Trait

The other day, my youngest daughter was given a tube containing 15 glow sticks. You know, they are the plastic things that burst into colorful light sticks when you bend or crack them.

I wasn’t thinking about this at the time, or I would have predicted what was going to happen, since I knew she carries the SP trait. Initially I gave her two of the light-sticks to crack so she could play with them that evening. I was thinking ahead and I was hoping to make the pack of 15 sticks last for several nights of play. But as soon as I turned my back to her, she grabbed the entire package and I heard a loud series of “CRACKLE-POP-SNAP.”

Getting them to glow all at once was the SP impulse acting through my daughter. She had a burning desire to get them all glowing at the same time, and she wanted to find out what it was going to be like. So as soon as she had the opportunity, she cracked them and started the light show.



In a way, as a father, I’m glad that I know what kind of personality she has. That impulsiveness could get her into a lot of trouble in the future, and I can take some steps to limit the opportunities for mischief that might come her way.

For example, I have a good friend that has also has a daughter that carries the SP personality trait. She’s not even 16 years old, and — long pause — she’s pregnant. Get the idea? Here impulsiveness was the trigger to jump into bed with her boyfriend. The SP often treats other people as things to be enjoyed,

like a they are a toy or a piece of candy.

There's Even More About the SP Blend...

Before you get the idea that SP's only have this one trait, another characteristic that all SP people have is an **abundance of "generosity."** They seem always ready and willing to share. My SP-blend daughter will always give me the last piece of candy in the package, while another one (not an SP) will always take the last piece for herself.

The SP is very generous with their friends and comrades. They'll buy you a drink, or pay for your meal, and not think anything of it.

Another trait that the SP people have in common is **they love to be excited.** Not excited by what they've accomplished, but by outside events and what others might have done. Let me give you an example.

Last night I was watching one of the cable-TV shopping channels, and I quickly realized that the two salespeople they had on were both of the SP variety. You could sense the excitement that each person got as they bantered back and forth, talking about some crystal candlestick-holders. It was the typical shopping-channel show, where one host would point out how you could display your new candle-holder, and the other host would go Ooh, and Ahh, and get all giddy. It was the giddy excitement that clued me in on their SP personality blend, because only an SP can be that giddy for that long of a time period.

Excitement sells the SP personality. It is one of their many hot-buttons. If you push it, you have a great opportunity to make the sale. That is why the cable shopping channel has hosts with the SP personality, because they generate a lot of excitement. Watch them some time, and you'll see why they are masters at persuasion (or the master con-artist; depending on your perspective).

The SP needs to be excited in order to get "into the game." As their excitement level builds, they get more into what they are doing. *This is why the football coach has to get his players worked-up and ultra excited before the game.* He needs the intensity to motivate his players to focus on the task at hand. He knows they play at a higher level of ability when they are worked-up than when they are fully rested. The higher their energy level, the more proficient they are at what they are about to do.

Key Point: When marketing to the SP, you have to have a high level of excitement and energy in your message. It gets their heart pumping and makes them even more impulsive in making a buying decision.

The SJ Personality Blend

The next letter-combination I want to look at is SJ-blend. The "S", as we said before, stands for "sensation." This means, these people are also comfortable working with *facts*. The "J" stands for "judging." This doesn't mean they are judgmental, but this trait has to do with making decisions. The judging type person likes to come to a *definite conclusion* to whatever situation they are in. ***They hate the cliff-hanger in a movie. They want to know how it ends.***

When the S and the J traits are mixed together, they make a unique blend that is also easy to recognize. **These people are the "builders of society."** One quality that makes them easier to identify is that **they are "planners."**

Where the people we discussed before (the SP's) are impulsive, the SJ's are the opposite of that. They plan things in advance.



Does this sound comfortable to you? In other words, does it describe “YOU?”

It should. YOU are a planner yourself, because you have the SJ letter combination in your own personality profile.

Your jaw should be on the floor right now! Without even meeting you, I KNOW you are an SJ.

How do I know that? Because I’m specifically writing this entire report for people with the SJ personality profile. If you have gotten this far, the odds are high that you are a person with the SJ personality characteristics. I’ve written this in such a way as to weed out all the other personality types.

This is the essence of Personality Marketing. It is about being laser-beam specific with who you want to sell to. You can quickly pick up this skill by getting the Personality Marketing Manual at: <http://CustomerSecrets.com>.

The Other Personality Types Have Fled The Building

The SP’s who are impulsive, can’t tolerate the long text of this report. They pitched this report and left the room a long time ago. The NT’s are skeptical of everything new. **Skepticism is the trait they share in common.** But I’ll admit that just a few of them might be reading this, because they have a really high level of “curiosity.” They want to know if this is real or not. Finally, the **NF’s are all about feelings and emotions.** We’ve talked nothing about emotional bonding, so—if they ever started reading this article, they felt ignored and they disconnected too.

You and I are both SJ’s. Everyone else has closed this document, so now we can finally talk on a face-to-face level without offending all the other personality types.

(By the way, if you don’t know your personality type, go take the free test at <http://www.humanmetrics.com/cgi-win/JTypes2.asp>. It will prove that I’m right in that you have the letters S and J in your “type.”)

I want to prove to you that marketing based on personality works. Therefore, let me tell you just a little bit of what I know about “you” ... Are you interested? Then continue on to the next page.

Let's Describe You!

1. You like procedures and step-by-step instructions.
2. You like regulations that keep society humming along. You're a law-abiding citizen, and you can't understand why everyone else isn't. Because it is easy for you, so it should be easy for everyone else too. Right?
3. You believe in absolutes: there is "good," and there is "evil." You think that when people see "gray," they are not seeing the slippery-slope of where gray leads to.
4. You see your task in life as to make sure that evil is eliminated from your sphere of influence. You don't tolerate bad people in your home or your office.
5. You like "order." There is a place for everything, and everything has its place.
6. Your kids are a perpetuation of your family heritage. You want them to carry on the traditions that made your family so successful.
7. When you hear the marketing concept of a "squeeze page" (which is only set up to force you to give up your name and email address), you feel manipulated.

Does this all sound familiar?

By the way, I'm not reading your mind. I'm not that gifted.

The reason I know so much about you is that psychologists have been studying personality types for decades, and they've cataloged all the similarities. I'm just taking what they've learned and applying it in a practical way.

With the research in front of me (in the form of the **Personality Marketing Manual**), I know what your hot-buttons are. I pushed them early on in this document so that you would continue reading to this point.

So now that you've experienced being on the receiving-end of mind-reading, and getting many of your hot-buttons pushed, would you like to learn how to do this too? That way, you can take this information and use it to create targeted sales messages that will grow your sales.

What's next?

Fear not. I'm not here to manipulate you. Even though having this information is scary stuff, especially in the hands of a con-artist, my intent is not to brain wash you to opening your wallet and getting you to send me all your money. That probably couldn't happen, as there are enough environmental factors surrounding you that would probably prevent you from doing that anyway. Your spouse would probably divorce you if you went on a big spending spree.

What I'm talking about here is an investment. The information in the **Personality Marketing Manual** is easily worth \$10,000. Wouldn't you agree?

Doesn't it give you a lot of leverage in the sales process by knowing what is really going on inside the head of your prospect? Of course it does. Depending on the industry you are in, an investment in this information could be a bargain at \$1 million.

If you would like to get a complete mind-map of your prospect without going through an extensive survey, which is going to cost you a lot in time and in money, than get the **Personality Marketing Manual** today. It is an investment that will pay for itself many times over during your business career. Get it today at: <http://CustomerSecrets.com>

Chapter 5: Personality Marketing Step-By-Step

Now that you have the basic concept down, how exactly do you use personality marketing? It is not too hard. This chapter will give you an outline on how to use it for maximum effectiveness, so that you'll convert more of your visitors into buyers.

The process is straight-forward, but implementing them is where the rubber-meets-the-road. It basically takes an understanding of what is going on in the mind of your prospect. But the good news is that **with Personality Marketing Manual, we already know what is going on in their mind.** This makes things a lot easier, but you still have to write the sales message in the right way to reach deep into their subconscious mind. So where do we begin?

Step 1: Select whom do you want to do business with

With personality marketing, you are targeting a specific type of person. You must be laser-beam specific as to who you want to do business with. The reason is that you'll be tailoring a specific message to a specific person. Because it will be aimed with such precision, the message will cut right through their defenses, like a needle piercing skin.

For starters, who do you want to do business with?

Don't say "everyone." If you want to sell to everyone, you'll end up selling to no-one.

With so many competitors out there, you already know that you have to go after a specific segment of the market. If you don't, then I'll guarantee that all of your competitors will nibble away at your current customers. One competitor will take away one group, and another will take away from you another segment. Pretty soon, you'll be wondering where all your current customers went.

The big question is: which type of customer should you target? That is an excellent question, and if you answer it correctly, you're well on your way to success.

If you are already active in business, the answer is to search through your current customer file, and pick the ones that you'd like to do business with.

Go through your customer database and start by grouping the people that order the most often. I personally like and use the "repeat customer" model, where the one-time customer doesn't excite me. I have to get them buying repeatedly, which means I have to provide superior products and top-notch service to keep them coming back.

Of those people that order often from you, I'd then suggest you sort by "average dollar sale." You may have a lot of customers that repeatedly buy, but if they only order \$10 or \$20 worth of stuff each time, then I wouldn't consider them to be the target. I would much rather target the person that is ordering \$100 each time. I'm sure you understand the concept of this, right?

Then I'd go through some other criteria, like recentness (did they order in the last month?), and ease of doing business with them. This last one is important to me personally, as there are some customers that can drive you nuts, like constantly asking for deep discounts.

Once you've got it narrowed down to whom you'd like to do business with, you can jump ahead to step two.

Are You Just Starting Out?

What about the situation where you are just starting out and don't have any customers to pick from? **Then what you'll do is pick the customers that are just like you.** That is, assume that they will have the same personality temperament as you do. For example, if you are of the SJ variety, then you will assume your best customers will also be a SJ type temperament.

And if you're working for someone else, you could pick from the customers as we discussed earlier, or choose the personality type of the owner (or figurehead) of the business. For example, if I were writing marketing copy for Apple Computer, I'd probably select the personality traits of Steve Jobs as those of the targeted customer.

But don't fret over this first step of choosing which type of customer to go after. As I said in a previous chapter, in an ideal world, you might have as many as four web pages to go after each of the four major personality types. If you get the wrong one, you'll still be better off than trying to market in the shot-gun approach, where you try to go after "everyone." At least you'll be specific to one type of prospect, and they "will" respond and pump up your sales. At that point, you can go back and repeat the process with the other types.

Step 2: Identify Your Target Prospect's Personality Type

If you're not just starting out, this might be considered as the hardest step. Fortunately, this is where the **Personality Marketing Manual** really comes in handy. It will show you how to "type" them, and to do it very quickly - it can be done in as few as 10 seconds, but typically it takes about two minutes.

Once you know the prospect's personality type, the process should flow rather quickly toward the creation of a unique message that touches him.

Here is the key concept: You have a key customer in mind, and "typing" is where you find out which of the four personality types he is. This sounds so impersonal, but what you are attempting to do in this step is to pigeon-hole by categorizing the person. Are they an: SP, SJ, NT, or NF? There are only four major types, but which one are they?

There are two ways to find out. The most accurate way is to simply ask the person. **You read that correctly, just ask them.**

The Myers-Briggs personality profile is such a common test, that there are millions of people that have taken it. And they know how they were "typed." In fact, most people that have taken the test are proud of their personality type, and will openly wear it for everyone to see. I've even seen people put this into their biographies on their web sites! In the Personality Marketing Manual, this will even be pointed out to you, so you can see how easy it is.

Basically, all you have to do is ask this question: *"Have you ever taken the Myers-Briggs personality profile for a job interview or career assessment? If so, what did they say your type was?"*

If they ask why you want to know, you can tell them the truth: *"I'm just trying to find out more about my customers."* If these are good customers — which they are, if they've bought from you in the past — they probably like you already, and are more than happy to give you the information.

To get a lot of people "typed" or classified at the same time, try a customer survey. I've done this, where I asked newsletter subscribers what their personality type was. This is something you can do too if you have a large customer database. It will tell you the personality traits of the people that like you best; the ones that are willing to respond.

If you are unable to get the data from them first-hand, the next best thing to do is "type" them by your own personal observations.

Type Categorization By Observation

This is less reliable, particularly when you are still trying to figure out the differences between the four personality types. As I've mentioned in previous chapters, people are in-and-out of their preferred personality type all the time because of outside influences that they can't control. The example that I used before is where a woman might say: *"My husband would divorce me if he found out I bought this item."* That outside variable (the husband) is preventing the person from acting the way they'd normally be inclined to act. And rarely will they even say this out loud, but they are thinking it inside their head.

That's why I've found most customer survey's so useless. You don't get the complete picture, just a little snippet of information that they want you to know. They won't tell you what they are holding back.

That is also why it is hard to "type-cast" someone by a casual observation. You need to study them for longer periods of time to see how they normally act when not under stress.

One of the techniques that I like to use, is to see the car that they own. Not so much the car, although a lot of people buy cars that would be consistent with their personality. But look at any bumper stickers they put on the back of their car, particularly any of them with custom phrases, like *"Not all who wander are lost"*

Bumper stickers are put there on purpose by the owner, and they express their honest opinions and feelings of the world around them. By the way, this is a really good way to study personality traits of the driver. And besides, what else do you have to do while you're sitting in traffic?

But, say for example, you see a bumper sticker on the car that is meant to be subtly offensive, racy, or "in your face."

Depending on the wording, those kind of phrases would be consistent with a person that has the SP personality trait. I'll tell you why this is, when you order your copy of the **Personality Marketing Manual** at: <http://CustomerSecrets.com>

It is a lot easier to "classify" a person when you have the cheat sheet to use, and the Personality Marketing Manual is that cheat sheet.

Face-To-Face Classification

What about when your in a face-to-face sales situation. What can you ask a person to find out what personality type they are? You obviously don't want to look like a strange and weird person by blurting out: *"say Joe, what is your MBTI classification?"* If you say that, you'll scare them away before you can get another word out of your mouth.

You have to be more subtle. What I suggest is that you ask them their opinion on a certain topic. You might ask: "What is your personal definition of success?"

That is a pretty innocuous question, isn't it? And if you were asking it to them when they feel comfortable and on their own turf, you'll probably get an answer that will lead you to their real personality.

I want to stress that you have to ask questions in a place where they feel comfortable enough to speak from their gut. If they are in a situation where they feel pressured to give you a politically-correct response, then you won't get to their real sub-conscious opinion.

An example of a hostile environment would be to ask this question while you were chit-chatting after church service on Sunday morning. Can you imagine the response you'd get then? They may be afraid that other parishioners would overhear them if they defined the word "success" with any hint of the word money. Because in church, the word money is associated with the word "greed." Greed is one of the seven deadly sins, and no one wants to admit out loud that they are consciously committing a sin every day they are breathing because they want to be "successful."

But if you asked the same question in the person's home, like during a backyard barbeque, you'd

probably get a truer sense of their real opinion. At that point, you can better classify their type.

For example, a NT personality trait individual might say something like: “success is the realization of a worthwhile goal.” Whereas a person with a NF personality trait, might quote the success definition that is widely attributed to the poet, Ralph Waldo Emerson:

*“To laugh often and much;
To win the respect of intelligent people and the affection of children;
To earn the appreciation of honest critics and endure the betrayal of false friends;
To appreciate beauty, to find the best in others;
To leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition;
To know even one life has breathed easier because you have lived.”*

Do you see how these two definitions are vastly different? One focuses on some theoretical goal, and the other is about relationships. Likewise, the SP and the SJ personality types will have different definitions of success too. That is why asking this one question gets right at their basic personality level. In the **Personality Marketing Manual**, I’ll give you a host of cues you can compare against, and makes the process of classification of their dominate personality much easier.

Step 3: Open Up Your Manual And Find Out What Makes Them Tick

You need to know what else is going on in the mind of the prospect, and this is where you’ll find out using the Personality Marketing Manual. Here is the map of the situation:

Your prospect may be in a browsing situation (where they are evaluating your product/service) “now.” But later, when it comes time to use your product, what might they predict they will be thinking of?

Your prospect is probably already making this projection in his head.

If *you* know what he will be thinking about in the future, then you can verbally paint the picture for him and show how good of a decision it is to buy today.

You’ll do the same thing if you’re a copywriting – paint a picture for the prospect that shows how his life will be more in sync with his “desired future-self”, once he buys your product.

The key is to know what their “desired future-self” looks like. Without that key piece of information, your persuasion techniques will be ineffective.

The Personality Marketing Manual is the only document that gives you the specific and common desires that are associated with each of the four major personality types.

The ones that are most important to you are:

- What do they believe about certain topics?
- What do they need in their life to feel satisfied?
- What they don’t care about?
- How might you accidentally irritate them so they won’t buy from you?
- How do they want to be seen by others?
- What might they normally do when dating and choosing a mate?
- How do they treat their children?
- What is their world-view?
- What do they value?
- And most importantly, what do they fear?

Do you see how powerful this information is? **These are the buttons that control how they will behave in most any situation.**

Those last two (“what do they value?” and “what do they fear?”) should jump out at you as the most important things to know about anyone when you are preparing a marketing or sales presentation. **People will do anything to avoid fear**, which is why it is the prime tool everyone tells you to use in copywriting. Fear is even more powerful than physical pain. That is why you’ll get a painful shot at the doctor’s office, because it not only cures, but *it relieves the fear of the unknown consequences of the illness.*

And those things that people value is what they’ll move toward – which is what they want to gain – which is often associated with their “greed”. If you want to use a positive sales pitch, knowing what types of things they desire is priceless. They are naturally inclined to buy when you touch on the specific thing they want.

The answers to these questions give the **Personality Marketing Manual** its real power. No other document gives you the answers up front! In all other marketing systems, you are told to “do research” to find out what your customer fears and desires. With personality marketing, the research has already been done by the psychologists. All you have to do in your research is to “confirm” that these are the motivators that people will respond to. That saves you time, effort, and money, because confirming their motivators doesn’t take much “research” at all. This is an investment that will pay huge dividend right away, and well into the future. Waiting to buy it only means your delaying the benefits; so get it today at: <http://CustomerSecrets.com>

Step 4: Develop Your Sales Pitch Based On One Of The Emotional Triggers

Once you know what your customer fears or what they desire, it is much easier to develop your sales pitch. It almost writes itself.

In the traditional copywriting methodology, you start with features, and explain the benefits those features have for the customer. The one big difference with Personality Marketing is you’ll need to add one additional criteria to that list. That is: “experience.”

Now, instead of just talking about features and benefits, you’ll talk about features, benefits, and the new experience the prospect will get by purchasing this product. This is so profound, make sure you write that down.

All four of the personality types are motivated by a “gain in experiences.”

Wow! Did you get that? I can’t believe I’m telling you that for free!

Defining the new experiences is the missing piece in your copywriting. And the **Personality Marketing Manual** opens up this technique, because they are already documented for you. You’ll just be putting them into practice in your copywriting.

Let me give you an example.

Say you have a business that sells bumper stickers. Let’s use the bumper-stick that says “I’d rather be fishing” as an example of the product you might be trying to sell. And the target prospect for this particular bumper sticker is the person with the SP personality. As you’ll see in the **Personality Marketing Manual**, one of the many motivators for the person with the SP personality is to be seen as “audacious.” This is what they want to experience. It is what motivates them.

With this in mind, we could write a product description that shows the daring of the person with this sticker on their car. For example, it might be something like: *“When your crummy boss sees your car in the company parking lot with this sticker on it, he’ll get the hint of what you really think of him. And there isn’t a blasted thing he can do about it.”*

Did you see the new desired-experience in that piece? It was about being “audacious.” It was about

tweaking the boss, and getting away with it.

Just that one clue about the person's desires is enough to double our sales of the item. Because if you didn't know what the person was thinking, what would you have written for that product? Right. Something boring like: *"Everyone will know you're a sport fisherman!"* Yuk!!!

The beauty of the Personality Marketing Manual is that it is a system that allows you know what they are thinking about ahead of time, and what they want to experience or what they fear might happen. As one famous copy-writer says, *"copywriting is about interrupting the conversation that is going on in the mind of your prospect, and directing it toward your product."* With the **Personality Marketing Manual**, we know the conversation that is happening in the mind of the prospect and what he'll be thinking about in the future. So just imagine how easy it is to nudge him toward the path we want him to take?



Step 5: Get Your Marketing Message In Front of Your Prospect

This sounds pretty normal, doesn't it? It is to get attention, which is the first letter "A" in the "A.I.D.A" formula. And of course you want your marketing message to get in front of your prospect. That is a no-brainer.

But now I want you to be more specific on where we are going to place your advertisements. You want to place your ads in places where prospects of your target personality traits are known to go. If you do this, your marketing campaign will be more effective.

Why? Because people with specific personality traits tend to choose friends that also have the same traits as themselves. This was *scientifically proven* in a study released in January 2011 by James Fowler, professor of medical genetics and political science at the University of California, San Diego. In simple terms, what he found in his research was that birds of a feather, flock together (see the references below).

This is astounding in its meaning as it relates to marketing. If I was a brand new internet marketer, and I wanted to do advertising to people with the SP personality trait, I would specifically look for web sites that attracted that kind of personality. The exposure on those sites would be far more effective than a banner ad place by google on a random web site.

Let me give you an example. I am an SJ personality type. When I write, without even thinking about it, I use words and phrases that are pleasing to other people with the SJ personality trait. That makes sense doesn't it? I'm just like everyone else; and I leak SJ-type expressions whenever I state my opinions (you'll see this vividly in the **Personality Marketing Manual**).

Other people with the SJ personality trait are magnetically drawn to this. How do I know? Because I recently did a survey of my customers on my main web site (www.ApogeeRockets.com), and I was shocked to find that the number of people that also had the SJ trait was significantly higher than the general population. And those that had the exact same ISTJ trait (which is me), was over 25%, when in the general population, it should be under 6%.

The point is that the research was absolutely correct. Birds of a feather, do flock together. Without even trying, I was attracting other ISTJ type people.

For you, this should mean placing your internet marketing on web sites that are already attracting your targeted personality types.

This may require some work on your part. You'll have to go visit the web sites that you are considering advertising on, and doing a classification on them as well. You need to confirm they are written by people of the personality type that you are targeting. If I wanted an SJ prospect, I should place marketing only on web sites that are written by an SJ personality. Right?

Google and Facebook are the masters in matching advertisements to a target audience. And I think that in the future, knowing the power of Personality Marketing, they will get even better. They could be doing this already, and I may not be aware of it. But I predict that they will create specific algorithms to characterize both the web sites and the advertisement, as to what personality trait they appeal to. Then they would place the advertisements where they are most effective.

I believe they will do this, because it is in their best interest to do so. The more effective they are in placing ads on the appropriate web sites, the more money they will make for their clients. Then their clients will spend more money advertising using their services. It is good practice all around.

Conclusion

The key to Personality Marketing, is having the guide to “people.” You need to know what are the common traits of your prospects are, and what they fear, and what are their desires. The **Personality Marketing Manual** is your affordable way to accomplish this without having to go through the expense of conducting a survey. Get your manual today at: <http://CustomerSecrets.com>

References:

<http://health.usnews.com/health-news/family-health/brain-and-behavior/articles/2011/01/17/your-genes-help-you-choose-your-friends-study-says>

Chapter 6: How DNA Determines Buying Patterns

Your DNA determines your buying decisions. That is hard to accept, because that would mean we don't have as much control over our behaviors as we want to have. We think that we can use our will-power to control our purchases and our habits. But the evidence shows that this is not really true. We still buy things we shouldn't, and our habits—well, our habits are making us fat, even though we try to force ourselves to eat healthy and to get more exercise.

In this chapter, I'll lay out for you some of the scientific evidence that shows that our DNA has a lot of influence over our daily behaviors, and even what we think about things.

But why is this important? If it is really true, then from a marketing and sales standpoint, we can use this information to our advantage. If we know that there is a person out there who's DNA is telling them to get a product similar to the one we're selling, wouldn't it make sense to find that person and put our product under their nose? Of course it would. *The desire would meet up with the opportunity, and the result should be an easy sale.*

That is what **Personality Marketing Manual** is all about. It is classifying the people that are susceptible to our marketing message, and then tailoring our copy to hit all their triggers and cause them to buy our products. You're not going to target "everyone." You're only going after a specific personality type.

Our Genes Determine Personality

We want to believe that our personality is determined by our environment. Right? I can say that as a parent, that I hope I can have some influence over how my kids turn out. But what I'm finding out that as my kids get older, their personalities are beyond my control. I have one daughter that is an SP, and she is a bundle of high-intensity energy. Another daughter is an SJ, and she is more reserved like me.

The two girls are only a few years apart, and they do everything together in the same environment. But yet they are radically different. I wish I could turn down the energy level of the SP daughter, and make her more like the SJ one. From my own personal perspective, my energy is sucked dry by the SP daughter, and I'm whooped by 9 p.m., and I'm ready for bed.

As scientist are digging into the human genome, they are uncovering the subtle differences in the DNA that causes one person to have one personality trait, and another to have a different one.

For example, according to recent research from 2010, there is a gene in people that determines how likely they are to be altruistic. The scientists set up a test where 100 participants were to memorize a series of numbers and then repeat them back as accurately as possible. They received a small sum of money for their accuracy in the test. Afterwards, they could take the money home, or donate any portion of it to a charitable cause.

But before the actual test began, each of the participants had their cheek swabbed to extract DNA for genetic analysis.

The findings were remarkable. *Participants with a certain gene donated twice as much money as those that lacked the gene.*

The personality trait of "generosity," as we talked about previously in chapter 5, has been noticed at a very high level in those people that are in the SP temperament. It seems that from this study, the

genetic scientists have just now found out what the psychologists have known since the 1950's.

The DNA test only confirmed what was suspected, that our genes have a massive influence over our behavior.

How Do We Use This fact?

What this means is that all people (prospects) are inclined to act in specific and predictable ways. If we align our marketing message with the way they want to go, it creates comfort and trust. And we can then guide them through the opening of our sales funnel.

Going back to that study, what would have happened if the scientists actually wanted to raise money for a charity. They could have swabbed the participants, and sent the ones without the altruism gene home early. That would have saved them a lot of time, because now they would only be making their presentation to people that are already inclined to be generous.

Wow! **Imagine how much time you could save if you only made a sales presentation to people that had the characteristics that made them inclined to be receptive to your message?**

Here is another way of thinking about this. You have a person, we'll call him "your prospect," that wants to go in an easterly direction. But to get him to buy our product, we need him to go south. Do you understand so far?

How do we get him to go south? That is the basic question of selling. How do we move him in the direction we want?

There are two ways. First, we could push on him when he gets close to our doorstep, to try to force him in through our sales target.

In other words, if he was in the middle of a of a compass-rose and he was facing East, we'd have to come in from the North and try to push him to the South. What do you think is going to happen?

Right. He is going to resist, and get angry that we're trying to push him in a direction that he doesn't want to go.

The other method takes a little bit more effort on our part as the salesman. We have to plan ahead. By that, I mean we need catch the prospect further back in time and to station ourselves well in front of the prospect. Now he is further to the west and walking toward the east. As he moves along, we come up besides him and start walking with him. But this time we're on his left side (the south side). And instead of pushing hard on him, we are making him comfortable and he likes it; and he wants to come closer to us. Now at this point, we make a slight side-step motion to the south. The prospect, desiring to be close to us, moves with us. We're still going in an Easterly direction, which makes him happy, but over time we're moving on a diagonal to the our destination and goal.

When you plan ahead, and use the language and phrases the prospect wants to hear, he will allow himself to be led to where you want him to go. You still have to keep him pointed in the direction he wanted to go, but you can take a side-step on occasion that puts you closer to the final goal – which is the completion of the sale.

The Personality Marketing Manual lays out a system to gently merge along side with the prospect. He is still on his terms and in his comfort zone. But he likes what you're saying to him, and he'll allow himself to be nudged a little bit. If you plan far enough in advance, and you position yourself well upstream of your final destination, you will have enough time to get him on a direct path to your sales target.

That in a nutshell is what the system described in the Personality Marketing Manual is about. **We don't change the prospect, we change how we are doing business.**

Conclusion

Your brain, and the prospects brain are pre-wired to be inclined to do certain things from birth. Scientists are confirming this by finding out what each of the genes in our DNA controls. But you don't really need to be too concerned about what each gene does from a marketing and sales standpoint. The reason is that the research is mostly confirming what we already know about behavior; as it has been mapped out already.

All you really need is the "map." And that you can get from the **Personality Marketing Manual**. It explains what each type of personality will be inclined to do in any given situation. If you know that in advance, you can plan your marketing strategy to position yourself ahead of the prospect and gently guide him to the final sales objective.

Get your own copy today at: **<http://CustomerSecrets.com>**.

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Your Genes Help You Choose Your Friends, Study Says

Biology drives people to find others with similar or complementary traits

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