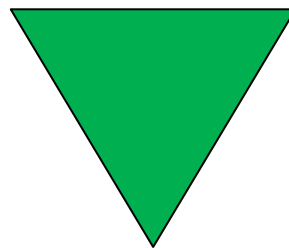
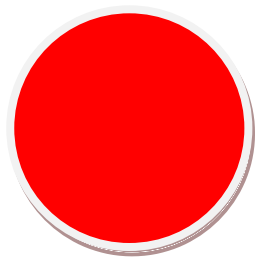
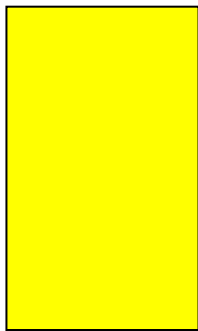


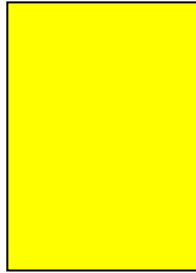


## Are your audience **Yellow**, **Red**, **Green** or **Blue**?

Our personalities can be divided into colours. Each colour has particular traits, and it is important for you to understand these traits. Not only will it help you to psychologically understand your audience better, but it will aid how you interact with them also. If you know how to get the best out of an audience, you will see better results

**The Key has been developed to talk to all four types.**





### **Yellow Personality Traits**

Yellows are the life and soul of the party, they are sociable, expressive, very imaginative and enthusiastic with it. Yellow's are very informal, very optimistic and animated. Their Imaginations can sometimes run away with them as they are very fast paced thinkers. Yellows are very relationship focused and are visionaries with obvious high energy.

**They are interested in how The Key will assist them with :**

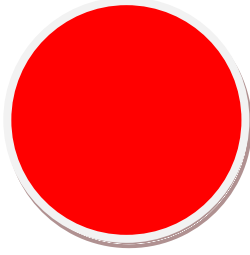
**VISION, DREAM FILFILLMENT , EXCITEMENT, FUN , ENERGY, CREATIVITY, APRES KEY,  
CELEBRATIONS , CONNECTIONS, KEYPEOPLE**

### **Things Yellow's Don't Like:**

Yellow's don't like it when you suppress their opinions or get into intricate details. They are social animals and don't like it when you are too impersonal, business-like or task orientated, you need to weave this into the conversation. Don't try and inhibit their creativity, or appear aloof or detached.

### **How to interact with a Yellow Personality:**

Key to interacting with a yellow it so socialise before mentioning any business. To get into their good books talk about options and other people. Be enthusiastic and energetic when conveying your [ideas](#) over to them and be fast paced in delivering them. Offer your [ideas](#) and importantly use humour when doing so being sociable and acknowledge their input.



## RED Personality Traits

They are strong leaders, fast paced thinkers, risk takers, purposeful, drivers, strong-willed, less patient, obvious energy, formal overtly competitive, rational. You may recognise many of the qualities of the REDS are in many [leaders](#) as they take ownership, need to be fast paced in their thinking, take risks and be purposeful and confident with it.

**They are interested in how The Key will assist them with :**

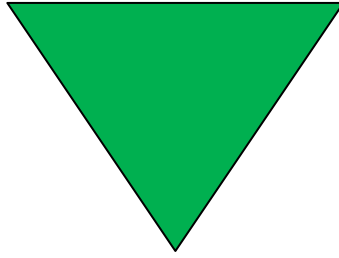
**RESULTS, CAREER , JOB , BUSINESS , TARGETS, PROGRESS**

### **Things Red's Don't Like:**

Don't waffle, remember, they are less patient and whatever you do, don't be vague or ramble on. They value time, so again don't waste their time, don't get too personal as REDS just like to stick to business, don't stray from purpose, these personality types are focussed in their thinking, and don't ask irrelevant questions, they get impatient and it does not fit in with their rational thinking patterns. Lastly don't try to take control, REDS are natural [leaders](#) and like to feel they are in control.

### **How to interact with a RED Personality:**

Do get to business quickly, when interacting with a RED be succinct and precise, give them facts, and avoid the detail, talk to them about results and outcomes, they need to hear this to make quick decisions. Use their time efficiently, they are fast paced thinkers and tend to move quickly in their thoughts, great people to bounce [ideas](#) off, be confident when you talk to a red.



### **Green Personality Traits**

Cool laid back relaxed and patient best describes the personality traits of the Green. They are easy to get along with and very informal in their approach. They are social and focus on relationships so can come across as emotional. They are much slower paced in their thinking and are very democratic people. They are very understanding, and agreeable. They say yes, but mean no? The green is the go between for the Red's and Yellow's who are much faster paced. They act as the facilitator to conflicts.

**They are interested in The Key :**

**EMOTIONALLY, FEELINGS, SENSING, INTUITION, RELATIONSHIPS, FRIENDSHIPS**

**Things Green's Don't Like:**

Don't be pushy or put them on a spot, Green's absolutely hate this. Don't try and dominate the discussion or rush things and they do not like when you decide for them so try to avoid this. Don't be abrupt, explain in full and do not make wild claims or demands. They can also tell if you are insincere, so try not to be.

**How to interact with a Green Personality:**

Be friendly and show genuine interest in them, chat before going into business. It is important to develop trust first, be informal and non threatening. However, be alert for non verbal signs of concern, remember they say yes but mean no, but their body language will alay this. If you notice any non verbal signs of concern, uncover their needs with open questions. Allow them to weigh things up for themselves.



### **Blue Personality Traits**

Blues are deep thinkers, analytical in nature, very detail focused and formal in their thinking. They can come across as being aloof, but are deliberate in their approach and systematic, precise and pays attention to detail. They like things in their place, and are very organised with good time management skills. They are sticklers for time and are capable of coming to their own conclusions without having examples of others pushed at them. They take their time in their thinking and are much slower paced than the reds or yellows. Blues can come across as perfectionists due to their logical, systematic, precise and deliberate approach to problems or solutions. Blues like to have all the facts, and then logically put together an answer that is suitable.

**They are interested in :**

**THE SCIENCE, PROOF, DETAIL, SPECIFICS**

**Typically harder to convert !**

**Things Blue's Don't Like:**

Don't come across as disorganised with a Blue as they are very tidy. Try not to be late as they are sticklers for time keeping. Try not to be flippant or pushy with them. They don't like vagueness so make sure you have lots of detail and be prepared to have lots of questions thrown at you. Don't use testimonials or exaggerate claims as they do not fall for this, they are more facts and figures orientated. Don't be too emotional as they cannot handle emotions.

**How to interact with a Blue Personality:**

Be well prepared when dealing with a Blue personality, get into detail as they love to get all the facts in their mind. Be factual, specific and logical with your approach. Listening is important to a Blue so listen carefully to what they have to say, as they verbalise their [thoughts](#) through questioning thoroughly. Give them time to respond as they are slower paced thinkers. Be formal in your approach as they are very business like.