

There are four distinct personality types and in order to relate to them and connect with them it's necessary to understand the differences and speak to their needs.

Most people are combinations of two or more, but it's important to identify the dominant characteristic of everyone you talk with to be effective in your communications.

You can be successful without knowing the personality types, but you can be more successful if you do! Practice recognizing the different types whenever you talk to anybody, anywhere, and see if you can connect with them on a more meaningful basis using your understanding. This gives you much more insight than you realize. For example, if you try to talk to a Fun-loving person the same way as you do an Intellectual, or vice versa, you will almost certainly fail to communicate your message.

It's probably a good thing that most of us possess a little of each personality type so we can understand and relate to everyone. The key to this is: Practice, practice, practice.

Sapphire- *Love Recognition, Fun loving, Loud, Flashy clothes cars etc, Loves being the center of attention. Sapphires usually always have a smile on their face, and when there's music playing they want to dance... they almost can't help it!*

Talk to Sapphires in terms of the fun you will have talking to and meeting people and solving their problems! Sprinkle the word "exciting" throughout your presentation! Tell them how it feels to you to help people and have so much fun! Tell them how much you enjoy what you do!

Use a lot of exclamation points in your talking!

Pearl- *Relaxed, Dresses comfortable, loyal, does anything to avoid confrontation...*

Talk to Pearls about how it **feels** to help people, and especially how it **feels** to solve people's problems. Also talk about the way the *people they help* will **feel** when they overcome health or financial problems. **The key word to remember with a pearl is the word "feel"** more than any other personality type.

Emerald- *Detailed, factual, accurate, perfectionist, Very black & white...*

Give Emeralds all the important details about profit, tax advantages, and the bottom line. You can even talk about Return on Investment (ROI) to a diehard emerald. Make sure you don't get too excited when talking with them and keep your voice on an even keel. A great phrase is:

We're in the fastest growing industry in the world, expected to surpass a trillion dollars in revenue by the year 2010. Then tell them how you feel being in such an industry.

Ruby- *Driven by a challenge, enjoy making money, or helping people, Authoritative determined, they often desire to be first. The top recruiter, money earner etc...*

Talk to Rubies about the needs of people, the hurting, different diseases, debts, and the **challenge** it represents to do something about their needs. Use some Emerald talk for the Ruby. **Tell them how it feels to be a winner and overcome all the challenges to become successful.** Give them the recognition if they deserve it!