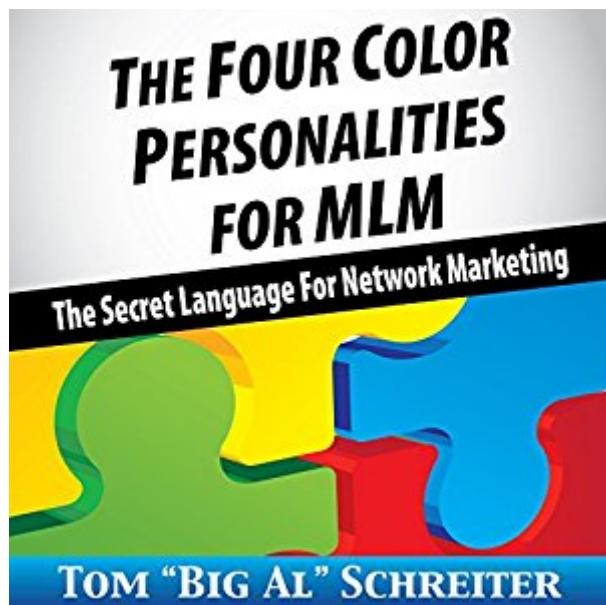


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# The Four Color Personalities For MLM: The Secret Language For Network Marketing



## **Synopsis**

Instant bonding, instant communication, and how to get your network marketing prospects to fully understand and act on your message = fun! This is the most fun of the 25 skills of network marketing. Our prospects have a different point-of-view than we do. So how do we give them our message in a way they "get it" and enjoy it? By quickly identifying their color personality. This isn't a boring research textbook on the four different personalities. This audiobook is a fun, easy way to know how your prospects think, and the precise magic words to say to each of the four personalities. The results are stunning. Shy distributors become confident when they understand how their prospects think. Experienced distributors have short conversations that get prospects to join immediately. Why be frustrated with prospects? Instead, quickly discover the four personalities in a fun way that you will always remember. You will enjoy observing and analyzing your friends, co-workers, and relatives, and you'll see the way they see the world. It feels like you have 3-D glasses in your network marketing career. Of the 25 skills, this is the first skill that new distributors should learn. Why? It gives new distributors instant confidence. It eliminates rejection. It helps prospects listen with open minds. It gets instant results. What could be better than that? You won't have to look for great prospects when you know the four color personalities. You will have the ability to turn ordinary people into hot prospects by knowing their color personality and by saying the right words. By using humorous, slightly exaggerated examples of the four personality traits, you will remember and use this skill immediately. Life is more fun when you are the only one with the 3-D glasses.

## **Book Information**

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## Customer Reviews

Another Awesome book by Big Al. This book's information makes it easy to figure out how to talk to anyone in the exact way they want to be communicated with. If you have ever called someone and became tongue tied as you tried to figure out what to say that would get the person interested in what you had to offer this book will solve the problem every time. Can't figure out why you and uncle Joe or brother John always clash? Want to know why your spouse or best friend always tell you to hurry up and finish the story, impatiently. This will help you start communicating like you never have before. Knowing the four colors personalities (Everyone is basically one of these four personality types) will not only help you market better but will improve ALL of your interactions with people. It has been both a game changer and a life changer for me and will be for you!!! I'm arealniceguy and I recommend this book. It may be the most important book you ever bought!!

What a great book!!!! This took complex personality studies and simplified it for productive communication between different personalities. I feel far more confident as I work my business, knowing that I can relate with other personalities, and communicate effectively. This book also helped me identify the strengths and weaknesses in my Yellow personality!!!! I would recommend this book to anyone, especially people in network marketing!

I like this concept about understanding people better and speaking their language. The writing and depth and development were a bit lacking. But it is a quick and easy read and probably worth reading.

I like Tom 'The Big Al', he's the type of person that makes everyone comfortable with his marketing suggestions. Get this book, you will have a new perspective on personality types for a better marketing approach.

Really interesting way of thinking about different personalities. The info on how to motivate each color will be invaluable. Of course, being a green myself (like the author!) I will have to think about it and do more research...it's not easy being green! But these ideas will be helpful not only in business but in any relationship. A fun and fascinating book!

Another Awesome book by Big Al. This book's information makes it easy to figure out how to talk to anyone in the exact way they want to be communicated with. If you have ever called someone and became tongue tied as you tried to figure out what to say that would get the person interested in what you had to offer this book will solve the problem every time. Can't figure out why you and uncle Joe or brother John always clash? Want to know why your spouse or best friend always tell you to hurry up and finish the story, impatiently. This will help you start communicating like you never have before. Knowing the four colors personalities (Everyone is basically one of these four personality types) will not only help you market better but will improve ALL of your interactions with people. It has been both a game changer and a life changer for me and will be for you!!! I'm arealniceguy and I recommend this book. It may be the most important book you ever bought!!

After explaining something apparently exciting to someone for a business I usually present numbers, growth planning, best and worst scenario and surprisingly I don't see the expected interest reaction. Now I know the issue. I'm sort of a numbers and projections guy (green) and don't speak accordingly to other people's personalities and interests. From now on I have to first have a quick conversation to LISTEN and only then make my presentation according to the interests of the prospect. Great book!

What can I say, other than...all of Tom "Big Al" Schreiter's books are great! :-) It's helpful to understand people (especially if you're in direct selling) and he breaks people into different color categories. It's interesting to learn about the different colors of people and as you read you can see the "reds, yellows, blue and greens" in your life.

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