

## How to Live in FULL Color

Now that you have taken the test the fun begins. Make sure that you read the booklet, and watch the entire DVD several times.

You are free to go to FullColorTest.com as often as you would like to in order to retest. Our circumstances and the people we closely associate with can definitely affect our personality types/color.

It is a good idea to retest a few times a year.

You need to study each aspect of the workbook until it becomes second nature to you. The rewards will be overwhelming.

The first objective you have is to master the ability to **identify** each person's personality type. This may seem difficult at first but I assure you that it is really quite simple once you start practicing. Resist your desire to "give the test." That is not practical and you would only do it because you do not believe that you will be able to identify people properly.

Remember that it is not an exact science. This information is designed to give you a competitive advantage not a guaranteed outcome. Relax and study these pages and you will be a master of identifying people before you know it.

The next step is studying how to interact with each different type/color.

Study how to greet them, what tone of voice they are comfortable with, etc.

You will be amazed at how accurate the assessments are, and how effective your communication and persuasion skills will become using this information.

Notice how your personality type blends with or offends each other type. This will insure that you will not be talking, or acting in a way that naturally upsets them or puts them off.

You may not always master exactly how to communicate the best possible way with each type, but knowing how **not** to act will get you more than 50% of the way towards creating effective communication.

The final area you need to master is understanding your own color/type, and working towards the **highly functional** traits on the chart as quickly as possible.

You **must be honest** in assessing yourself. If you are dysfunctional, admit it. The first step in getting better is to be honest about where you are today. No one is judging you but you. You don't even need to share your findings with anyone if you do not want to. Just be honest so you know how far you need to go to be highly functioning.

Remember that once you can candidly say that you are **highly functioning** in your color, you still need to do occasional monitoring.

We are all human, and it is very easy to step back into your old habits. Reviewing this part of the book will pay big dividends in the long run.

## **YELLOW** Informal, Passive

### **TYPICAL**

They are very personable and **friendly**. They are extremely **loyal** and excellent **team players**. They are **supporters** rather than leaders. They will only follow an **ethical** leader though. They are huge on honesty and **integrity**. They are very **family** oriented. They love **animals** and the great **outdoors**. They are very **environmentally conscious**. They are natural **peacemakers**. They do not like conflicts and confrontations, and will avoid them if at all possible. They love to **volunteer** for a worthy cause. They do not like people who are materialistic or greedy. They do not like people who are phony, and they are **very intuitive**. They are very **creative and expressive**.

### **DISFUNCTIONAL**

They are **extremely sensitive to criticism and rejection**. They **shut down** when someone confronts them or yells at them. They **hold their emotions** in for long periods of time if they think expressing them will cause a conflict. When they get to a breaking point they **explode** (worse than a Red's outburst). They are **not goal oriented** or highly motivated to achieve excellence in a business setting. They **dwel**l on problems.

They **can talk your ear off** when you are in a hurry, and get offended if you are abrupt with them. They are professional **worriers**.

They beat around the bush when **confronting anything unpleasant**. They **buy people's excuses or reasons** for not achieving their objectives, being **too sympathetic**. They are very **gullible**.

### **HIGHLY FUNCTIONING**

They can take criticism and rejection **without taking it personally**. They learn **not to dwell** on problems. They learn to be **empathetic** instead of sympathetic. They learn to be **aware** of when other people do not have excess time to "chit chat" and let them go without thinking they are rude. They learn how to be more **goal oriented** and results focused. They learn how to **confront** issues and **express their feelings** even if they don't think they will be popular. They realize that they cannot save everyone; they can only **help those who want to save themselves**.

## **IDENTIFYING THEM**

### **DRESS**

Casual and Comfortable  
Not Expensive, flashy or trendy  
Lots of Earth Tones, Few Bright Colors

### **APPEARANCE**

Longer hair than other types (Males/Females)  
Hair not styled any special way  
No Flashy Jewelry, Etc.  
No Expensive Possessions in General  
(Car, homes, clothes, etc.)

### **TONE OF VOICE**

Happy and Warm Tone to their Voice  
Speak Softer and Slower than other types  
Rarely yell at people or have sarcastic comments

## INTERACTING WITH THEM

### GREETING THEM

They will get close to you.  
They may even hug you when meeting you initially.  
Softer handshakes  
They respond best to a warm smile and eye contact

### PERSUADING THEM

Be Sincere and Interested in their Needs  
Listen to Them  
Tell them what to do, but do it nicely  
Show them a slower path to get started  
Do not challenge them  
Don't be boastful or materialistic  
They respond to honesty and integrity  
Show them the "Big Picture" of WV through the Manifest Foundation.

### TEACHING THEM

Compliment them, correct them very nicely, but then praise them for their commitment.  
Be very mindful of your tone of voice.  
Don't yell at them or cuss  
They accept criticism best if they realize their actions hurt someone, so focus on that

If they know you care about their wellbeing, they will take instructions well.

### INSPIRING THEM

Don't put them in competition with individuals.  
Focus on Team Victories  
Let them know their production is helping others.  
Let them know that they are making a difference.  
Let them know you will be proud of them if they achieve high results.

## **BLUE**

### Informal, Aggressive

#### **TYPICAL**

They are **fun loving**. They live for the moment. They like **bright things** and **happy people**. They like to **follow strong leadership** as long as the leaders treat them nicely. They love a **sense of humor** in someone. They are **very spontaneous**. They are not very mindful of being on time. They are **forgetful**. They spend their money freely (don't save much at all). They love to travel and have **adventures**. They love to be outside in the **sunshine**. They love being **social** and meeting new people.

#### **DISFUNCTIONAL**

They are **constantly late** for everything. They do things **without thinking** of the consequences of their actions (leading to lots of regrets) They are very **indecisive**. They are very **scattered** with a very short attention span. They are terrible at **follow up**. They can ruin relationships by saying things that they **regret** because they talk before they think, or because they talked too much after drinking **excessively**. They build up very **high debts** "living for the moment" then pay it off forever. They ignore their problems and **procrastinate** in general. They are very **forgetful** leading to them being unreliable.

#### **HIGHLY FUNCTIONING**

They are **mindful** of being on time. They have **some control** over thinking through their actions and their consequences. They can be good at following up with **increased focus** and effort. They **think before** they talk to some degree. They learn to have some level of **control** when they are celebrating and partying. They **face their problems** and deal with them. They **outline** their daily tasks to help keep them on track. They **cut back** on some of their reckless spending. They can keep themselves **focused** pretty well even if their task is not fun and exciting. They learn to **keep their focus** even if they are bored.

## IDENTIFYING THEM

### DRESS

- Bright Colors
- Very Hip and Trendy
- Usually More Casual than Formal
- Stand out in a crowd

### APPEARANCE

- Trendy Hair Styles (Highlights/Colors/Styles)
- Spiked hair with lots of gel
- Can have wrinkled or sloppy clothes

### TONE OF VOICE

- Upbeat and Happy
- Loud and Fast
- They use a lot of slang expressions and current "hip" terminology (very informal)

### TIMELINES

- They are frequently late
- They go off on tangents and may cause meetings to go off track/schedule

## INTERACTING WITH THEM

### GREETING THEM

- They will get very close to you
- They are very informal (cool, hip handshakes, etc.)
- Give them a big smile and you'll start off on the right foot

### PERSUADING THEM

- Tell them what they should do, but do it nicely
- Keep everything simple by avoiding details
- Focus them hitting short term goals such as making immediate cash
- Let them know they will have fun, and that you will be there for them

### TEACHING THEM

- Use an even tone of voice when correcting them
- Don't belabor your points
- End comments on an optimistic, fun note
- Keep everything very basic and uncomplicated
- Let them know they can do it, so they do not lose confidence in themselves

### INSPIRING THEM

- Give them simple, short-term contests/objectives that they can easily achieve
- Publicly recognize them when they achieve success
- Let them know that to be included in your "inner group" they need to produce solid results
- Never go too long without some fun; they will lose interest if it's all work and no play

## GREEN

### Formal, Passive

#### TYPICAL

They are very logical and **calculated** in their thinking. They do not make "snap decisions"; rather, they love to **gather data to analyze** before making their decision. They are naturally **skeptical** of people's motives. They prefer getting **facts** over having intuition or depending on faith. They are very **realistic**. They have a tendency to **prejudge** people. They need a **precise plan to follow** or they do not function well. They need **structure** in general. They do not like surprises and are **not at all spontaneous**. They are **perfectionists**. They tend to be **emotionally detached**.

#### DISFUNCTIONAL

They **overanalyze** everything to the point of not taking any action. They expect everyone and everything to be perfect and are **very critical** if they are not. They are very **unforgiving**. They are difficult to get close to because of their **distaste for intimacy**. They are **too skeptical**. They miss out on a lot of opportunities because they **need to see documented success** before they take action. They come off as cold and **uncaring**. They can be **selfish**. They need to win every **argument** and do things their way. They are not very social.

#### HIGHLY FUNCTIONING

They learn to "**just do it**" and grasp the concept of learning from their experiences, instead of learning only out of a book. They stop being so judgmental of people and especially **stop prejudging** people before they really get to know them. They learn that they do **not have to win** every argument. They **don't need facts** for every decision. They learn the value of **faith**. They **open up their emotions** to people they feel comfortable with. They lose their deep need to be perfect and **develop a desire to be excellent** instead. They learn how to be **focused on results over methods** when trying to achieve success.

## IDENTIFYING THEM

### DRESS

Very nondescript, nothing stands out  
Nothing flashy or fashionable  
Nothing trendy or expensive  
Leans towards formal and conservative

### APPEARANCE

Standard Hair Style, nothing wild or stylish  
Least concerned about appearance  
Most likely to wear glasses (over contacts)  
OK with baldness or physical imperfections  
Usually very physically fit

### TONE OF VOICE

Borderline monotone, slow and deliberate  
Very articulate, very little slang, and good vocabulary

### TIMELINESS

Very prompt  
Upset when others are late, so make sure that you are on time  
Efficient with use of their time  
Very little small talk

## INTERACTING WITH THEM

### GREETING THEM

They will normally not get close to you (germ conscious)  
They like having their space, so don't crowd them  
They will offer a standard handshake, so respond with the same  
Usually no smile, or small talk coming from them  
Don't feel comfortable being the one initiating a conversation

### PERSUADING THEM

Don't tell them what to do  
Explain their options and back off  
No hype. Make logical arguments  
Use phrases like, "follow our proven system" or "we have a proven track record," or "this business just makes sense"  
Use as much 3<sup>rd</sup> party documentation as possible (the more facts, the better)

### TEACHING THEM

Give it to them straight, Don't "sugar coat" things  
Be specific with your comments, always offering how to find solutions  
Walk your talk; they won't suffer a hypocrite  
Refer to documented sources to validate what you are teaching them

## INSPIRING THEM

Do not look over their shoulder all the time  
Give them their space  
Raise their expectations (their expectations naturally will not be high)  
Stress excellence over perfection

## REDS

Formal, Aggressive

### TYPICAL

Reds portray a **confident** attitude. They are **challenge** oriented. They have a **strong desire** to win. They like being with the **beautiful**, "top of the food chain" type of people. They are usually **insecure** and need to get their approval from others, which is the main reason they **overachieve**. They are good **decision** makers. They are **selfish**. They can be **abrupt** with people. They like having **the best** of everything. They enjoy VIP treatment. They are **not** very good team players. They like to be in the **spotlight**.

### DISFUNCTIONAL

They are **very insecure** so they have to put on a hard outer shell to keep people from recognizing their fears and **self doubt**. They will do anything to win, whether it is **ethical or not**. They can be sociopaths who create their **own moral universe**. They **crave constant reinforcement** of their value from others. They are very **egocentric**. They are **verbally abusive** to people. They use **fear and intimidation** to manage people. They are **horrible** listeners. They expect, and **demand VIP treatment**. They **resent it** when others are in the spotlight. They work **terribly** as team players. They are unfairly **demanding** of everyone. They are **boastful**. They are defined by **their possessions**. They are **above**

**all the rules** that regular people need to follow. They have a strong sense of **entitlement**.

### **HIGHLY FUNCTIONING**

They are **meek** (meaning they have strength under authority). They are very **driven** to win, but they will not do things unethically to win. They have good **self-image** and do not **NEED** the approval of others. They are **somewhat self-centered**, but have an awareness of other's needs. They **thrive** on challenges. They have learned to listen to others and **include** people in their decision making process. They **like VIP treatment**, but don't need it. They want the spotlight, but **respect** and acknowledge others for their achievements. They are **willing** to work hard to earn what they get. They don't go out of their way to express their emotions, but **they can do it**. They are **empathetic** to others.

## **IDENTIFYING THEM**

### **DRESS**

More formal than casual  
Expensive, Designer brands (casual clothes also)  
Classy, sharp look

### **APPEARANCE**

Shorter hairstyles  
Sharp and classy, as opposed to trendy  
Rarely anything un-groomed or out of place

### **TONE OF VOICE**

Loud and forceful  
Can be profane and sarcastic  
Rather rapid pace of speech

### **TIMELINES**

Usually a few minutes late because they have full schedules  
Very upset if they are on time and you are not  
Always seem to be in a rush

## INTERACTING WITH THEM

### GREETING THEM

They usually have a firm handshake, so you should too

They have a space in front of them you should not violate

Speak confidently and loudly to gain respect

### PERSUADING THEM

Do NOT tell them what to do, give them options, not your opinion

Challenge them

They want to get fast, big results. Show them an aggressive plan to follow.

Flatter them

Stand your ground and project an aura of confidence with them

### TEACHING THEM

Praise them, then nicely make correction, then praise them again.

Don't criticize them unless it is unavoidable

Speak from a place of authority to gain their respect

### INSPIRING THEM

Challenge them

Put them into competition

Show them the big future they can have when they succeed

## IN CONCLUSION

Now that you have completed the series, I am sure that you are amazed that no one ever took the time to break it down in such simple terms.

**Remember**, the main message here was not for you to "find out who you are." The main take away here is that you need to learn to be a **Chameleon!** You need to **change your color** to match the person you are communicating with. You adjust to what makes **them** comfortable. **That is the key!**

**Everyone** needs to go through this series. We encourage you to get everyone you know to go through this series; especially everyone on your WorldVentures team. It will make them better and it will make them much easier for you to communicate with in the future.

I am so excited for you because I know the impact the information will have on your life.

We look forward to a life long relationship together.

Blessings

Marc Accetta