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## **Color Motivates Sales, Strengthens Brand & Increases Performance**

Did you know that Color Motivates Sales and Strengthens your Brand?

As far back as Ancient Egypt, color has been used to motivate and inspire because it triggers emotion and feeling. Newtonian science, Quantum Physics and physiological studies explain why these emotions and feelings motivate purchasing.

Use ColorAlchemy to discover the most influential colors suited to your products to strengthen your brand and enhance name recognition. Learn how to use color as a marketing tool that targets your demographic.

Also discover the "color personality" of the individuals or market that you are selling to and learn key words to invoke the emotion for your desired response. Add the colors in your presentation to activate your customer's "emotional want."

Color holds profound power because they are unconscious symbols that not only surround us in every moment, they balance human desire. We all want to increase vitality, inspire creativity, strengthen confidence, deepen love, improve focus, expand intuition, and maintain inner peace.

Reevaluate marketing campaigns with the most significant colors to your specialty. Creatively, yet strategically, apply "your colors" to your design, display, signage, and promotional materials to make your store and products or services more memorable.

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## Use Color for Professional Success & Greater Wealth

In any business, people are your most expensive resource. Happy people are productive, creative, and efficient. With the ColorAlchemy training and simple methods, access colors that harness the competitive edge. Easily apply ColorAlchemy to maximize professional wealth & success.

As far back as Ancient Egypt, color has been used to motivate and attract personal potential. Newtonian science, Quantum Physics, and physiological studies explain how and why using the endless supply of color around you increases performance, helps overcome obstacles, and to experience work as play...

...and why not, we spend so much time at the office...why shouldn't we enjoy the process and reap the maximum reward: individually and corporately?

Discover the most influential colors suited to your profession and products to work smarter, not harder as well as to enhance personal potential and team effort. And of course, knowing the color personality of your associates and clients, you'll also know that best way to work together to complete projects with greater depth and reach goals in less time.

Wouldn't you and your company benefit from learning how to use:

- RED to Roll up your sleeves, buckle down, seize opportunities, energize performance, motivation, and persistence
- ORANGE to Inspire transformation, expand creativity, and enjoy professional passions and rewards
- YELLOW to Access strategies with commitment and confidence, command success, set intelligent goals, and elevate personal power
- GREEN to “Deliver the goods” with compassion and humility, deepen professional relationships, and comradery
- BLUE to Generate clear direction, purpose, and intention, strengthen communication, and refocus stress and challenge
- INDIGO to Reveal innate talents, trust intuitive ability, and grow innovation, through vision.
- VIOLET to Inspire organizational connection and personal satisfaction.

Available handouts: “The Meaning of Colors” chart.

**AOL & CNN articles about Color** (highlights for your use - article available upon request)

- “Colors act as therapy,” said trend specialist Tom Julian.
- “Companies realize that using color is a way to add incentive,” said Marshal Cohen, chief analyst with market research firm NPD Group.
- “There's been a sea of sameness, break away from the pack, do something bold and dramatic.”
- Chris Webb, lead color designer for General Motors said, “people are willing to spend more on something colorful because it makes them feel better.”
- Carla Pihowich, brand manager with Memorex said,
- “Color is a way for us to create a selling opportunity appealing to consumers' personal sense of style.”
- “Color isn't a short-term fad. It will stay,” said Cohen.



**Bio:** Jami Lin fell in love with finger paint and color when she was three years old. Her artistry grew into a Bachelor of Design from the University of Florida, School of Architecture. Jami has practiced corporate interior design and space planning for more than thirty years and her special talent for color has become her trademark.

Naturally drawn to Feng Shui in 1990, Jami wrote six best-selling Feng Shui books (including *Feng Shui Today* book and video featured by Book-of-the-Month Club) and an online home-study certification program (heralded as “a five-star hidden treasure for the beginner or expert.”) that integrates her color expertise.

Her new book, *ColorAlchemy* and **innovative marketing ideas** are recognized “advanced thinking for infinite possibilities” as it “empowers new levels of being for transformational self-growth” to unlock your greatest potential by mastering the colors of the body, mind, and spirit.

Favorite: [Speaking Events](#), [Recommendations](#) & [Magazines/Newspapers](#) and [Videos](#)

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