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## Marketing to Decision Makers

by Michael Lovas

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Creators are the most exciting and excited people you'll ever meet. Picture the mouths of people who show passion for doing or making something. They're probably creators. Visualize the eyes of the people you know who are committed to promoting a concept. They're probably creators.

A creator is a man or woman who for some reason has become excited - ecstatic -- about something. He wants to share that excitement with the world. He wants to take command of the TV networks, claim the spotlight and shout his excitement as far and wide as possible. If hijacking the airwaves isn't possible, he'll create a new way to get his word out. He'll invent Cable TV, Video Disks, the Internet or Federal Express. Those people were Creators, and we refer to them as Red.

In the professional world, the **Red** is often one of the following:

- Writer

- Designer
- Publisher
- Musician
- Marketer
- Sales person
- Speaker
- Entertainer
- Athlete
- Politician

**WHAT DRIVES THEM?** The common theme in all those job titles is freedom. Reds are motivational, magical miracle workers. But, they need space and freedom to work their magic. They abhor the constraints of supervision, details and schedules. They crave freedom. Actually, they need freedom. When they don't get it, they are likely to get ill and depressed. As a consequence of their need for freedom, they find special employment situations, or they work for themselves.

Look again at the list of Red professions. See a common theme? Reds are communicators. They work with words, pictures and sounds. The motivational speaker is a Red. The people who invent your favorite TV commercials are Red.

You drive down the highway and a billboard hits your eyes. You laugh and think, "Cool." It was probably designed by a Red. You drive a little farther and see another billboard for the same product, but this one insults your eyes. You think, "Duh." It was probably not designed by a Red.

Reds are the people who add life to the things they touch. They are invigorated to such a extent that their magic rubs off and brightens the things and people they touch. A Red can take the documentation describing how to use a software program and turn it into a seductive invitation to experience a delicious digital delight.

Have you ever presented a spread sheet or illustration to a business owner and in a matter of seconds realize that

he had tuned you out? Have you ever had a prospect whose attention you couldn't keep? You were probably dealing with a Red.

This article gives you a lot of specific information about the Reds of the world - the people we call "Creators." You'll learn what motivates them. Once you do that, you'll know what to say to them and what not to say to them. You'll learn how to present information to them. And you'll learn their decision-making style.

**HOW DO YOU FIND THEM?** The first thing you'll want to know about a Red is how to find him. It's easy. Just look for the spotlight. He's the person telling the story or the joke at lunch. He's the person dancing in his office. He's the person with the loudest voice in the room.

Picture yourself asking four people if they like what they do for a living. One of the four will look you right in the face and his eyes will explode with excitement. "Wow! What I do is the most amazing stuff in the city!" That's the Red.

Imagine you're walking down the hall of an office building. You look into each office. When you see one that has walls covered with photos, illustrations, articles, post-it notes, cartoons, phone numbers - that's the Red. Take a seat. Relax. He's going to be late.

Inspiration has required the Red to create something with every action. Lack of concern for order and structure has allowed him to break out of the proverbial nine dots in every aspect of his life.

His entire office and work environment looks messy and disorganized. In fact, if you are a structured and orderly person, you could actually develop a headache just sitting there. However, it might be the most inspiring place you could go. Just sitting in a Red's office, you'll see phrases and ideas that will inspire you to change something in your life. Those bits of genius are jotted on scraps of

paper.

**WHAT DO THEY LOOK LIKE?** As you look into a Red's face, the first thing you'll notice is the horizontal lines running across his forehead. Those are excitement lines from raising his eyebrows and exclaiming, "Hey! This is great!" What you might not notice are his eyes. There is fire there, and they're so intense that they often intimidate the other Colors.

Think of the Red as a playmate who has the best toys in the neighborhood. Smile with him and allow his energy to guide you. It will tell you what he values, and he'll show you how valuable each thing is by how expansively he gestures. Those gestures are big. They are dramatic, animated and packed with energy. Even sitting in a chair has more energy for the Red. He's going to lean forward, so lean with him.

**HOW DO THEY DRESS?** Next, look at the Red's clothes. Each piece of his wardrobe is significant. Take individually, each piece looks like it would not match anything ever made. Taken in context of the rest of the wardrobe, he looks eccentric but well-coordinated. He might be wearing a bolo tie with a suit. Jeans with a pinstriped suit coat. A sport coat over a T-shirt. Whatever the combination, it will probably have a lot of black in it and be distinctively different from what other people are wearing.

**WHAT DO THEY SAY?** A Red will tell you about themselves in the words they use. Here are a few of the concepts you'll probably hear them articulate:

- Freedom
- Bold
- Innovate
- Clever
- New
- Future
- Strategy
- Possibilities

- Purpose
- Wow!
- Imagine
- Connection
- Unique
- Inspire

As you can tell from those words, they like:freedom, spontaneity, integrating ideas, playing, bringing about change, inventing new ways to do things. What they don't like is being controlled.

**WHAT NOT TO DO.** Trying to get a Red to sit still while you discuss your product from your perspective will be a study in self-defeat for you. The Red will feel like he's been sentenced to prison. Meet him on his terms.

### **DO THEY WANT TO HEAR FROM YOU?**

Actually, they don't want to hear from you. They're happy in the spotlight, and love to talk - even to strangers. So, before you arrive, jot a few open-ended questions that give them a chance to express. Let them sell themselves. Do not attempt to impress them with your knowledge. That falls under the "boring" column and the worst thing you can do with Red is bore him.

**HOW DO THEY MAKE DECISIONS?** Reds are flash thinkers. Their inspirations come in flashes and in an unpredictable pattern. That makes Reds delay making decisions until the last minute. Once faced with the necessity of having to make a decision, they can make it quickly. That means you should build a limited-time offer or some kind of time element into your proposal.

**RESPECT THEIR TIME.** Reds will lose interest quickly and move onto something more inspiring than your proposal. So, present them with written material that entertains their sophisticated sense of design. Write your letters and brochures with lots of subheads and fill them with action verbs. Include real-life stories or testimonials. But don't allow them to read like

hard-selling junk mail.

**WHAT'S THE DOWN SIDE?** Because they work and think on a different level than most people, they are often misunderstood. Reds are forgetful and can be moody. All that inspiration can't fit into a nice, organized system; thus, Reds are disorganized and often lose important things right in their own space. Not all that inspiration is brilliant; thus, Reds start many projects they never finish. All those inspired projects and all that disorganization tend to be frustrating to Reds; thus, they can be volatile and unreliable.

A visit with a Red can be the highlight of your week. If you are skilled enough in your sales to let them guide you to their issues, you can land a very valuable client. Since they're too busy creating to look for second opinions, you'll also have a very loyal client, one who can inspire you to improve your strategies and reach beyond your normal boundaries.

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Michael also conducts seminars on "Buying Types - how to build loyal clients and keep them." He has spoken to:

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