

**MARKETING YOUR SERVICES, MARKETING YOURSELF**

## Floating Your Flyers to the Right People



By Mark Boersma

Is there really a science to understanding personality? If so, should that play into a successful marketing strategy? The answer to both questions is a resounding "Yes!"

Once you identify an individual's personality type, you will reveal their strengths and weaknesses, what type of person they are attracted to, what conflicts they have in relationships, how they interact with children, what excites them or turns them off, and why they would or would not buy from you.

There are four major personality styles, and no two people have the same mix. When designing flyers, proposals or any type of marketing, it is important to remember that certain personality types tend to gravitate towards certain shapes. If, for example, you are sending a flyer to accountants or engineers, it would be beneficial to utilize squares or triangles, representative of people who are analytical and like to have information flow in a logical, systematic fashion. Conversely, if you are creating a flyer for expressive sales representatives, squiggly lines and circles tend to appeal to them. Thus, make the flyer fun and exciting.

This principle is applicable for every personality type. For example, analytical people like squares and triangles; creative or expressive workers focus on curved or squiggly lines; and friendly, agreeable people prefer circular or cylindrical objects.

Finally, flyers will often be copied before they are distributed, so you will want to make sure that they look as presentable in black and white, as well as color.

So get out there and learn your client's character!

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