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**Menopause, Andropause And Other Hormone Imbalances**  
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**The Color of e-Business**

**By Ernest Seger**

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We all know the tremendous advantages to operating a store front on the Web. But often we overlook the built-in disadvantage that every Internet store front shares...

The flat surface of a computer monitor has to substitute for the brick, mortar and 3 dimensional colors of a real world business.

Which brings up a problem –

You built your site around a particular shade of blue that looks great on your PC. But your visitor is viewing your site on his Mac, which translates that shade of blue into something that looks very different!

But not to worry. The following free sites can help you whip out great looking web-safe color combinations in a flash.

<http://www.visibone.com/colorlab/> is a free color lab that allows you to see how colors work together. It's very visual and simple. Click on the color wheel and different color choices are presented to the right of the wheel. Keep choosing colors until you find something that looks good to you.

<http://www.reallybig.com/visibone/lab/> is the same color lab but with a \*random\* button. Click "random" until you find an interesting combination of colors. Then begin to

remove the colors you don't like by clicking on the tiny "X"s.

<http://www.paletteman.com/> allows you to experiment using up to four color combinations It gives you HEX or RGB values and will even email the combinations to you.

Now let's talk first about the IMPACT of colors – and how the colors you choose for your web site could impact your bottom line.

The basis for this information is <http://www.pantone.com/index.asp?pn=home>

#### Blue

Studies have revealed that blue is the country's most Popular color.

Ford, "Big Blue" (IBM) and Benz, are all blue. When Exxon and Mobile merged, their color became blue.

#### Green

Speaks of ecology and nature. Says Eiseman, "Consumers describe it as fresh, clean and revitalizing."

Yellow-Green is negative for adults (slime), but is liked by the youth market.

#### Red

Red is viewed as the most exciting color – and creates a high arousal threshold.

Compare Chrysler (red) with Ford (blue). Which company do you view as the most cutting-edge and exciting?

#### Purple

"The 18 to 29 year olds are especially partial to purple because they consider it sexy," says Eiseman. "And the influentials see it as powerful and sophisticated."

#### Black

"Black remains the most mysterious, powerful, and sophisticated shade, especially with wealthy, achievement-oriented women." But not by middle-aged men

and women, however, who still associate black with mourning.

[] Pink and red

The two colors that are seen as the warmest as well as the most cheerful, with pink being the most popular of the two.

[] Bright orange

The least favorite color

For more on this subject, go to

<http://www.pantone.com/index.asp?pn=home>

Bottom line:

Better use of color will mean a better Web site that appeals to your visitor, and can even make your site appear better than it is.

Match the color scheme of your site with your target audience and you'll make more money.

It's as simple as that (and as hard!).

Ernest Seger is CEO of Internet Business Marketing. His site focuses on advanced Internet marketing techniques and free software. Get thousands of visitors to your web site each and every week:

<http://www.netnetmoney.net>

## **Sign It With Your Signature Color - Tips On Finding The Color That Says You**

**By "Bridget P. Allen"**

Everyone has that one color they favor. Whether it is your preferred color that has been your favorite since you were little or just a color that looks fabulous with your hair color and skin tone, consider creating this shade your signature. Whatever the color, make sure that it looks well with your skin tone, eye color, and hair color before you make the decision to call this particular hue your signature color. No one wants a signature color you are unable to wear due to it clashing with your natural appearance. Also, know when you limit using your signature color, because it can quickly turn from clever and classy to quirky and tacky. It is not necessary for you to dress head to toe in your signature color. Instead, consider using your signature color in the following ways:

Creating your signature

## The Color of e-Business

Once you have determined what color will be used as your signature, work to incorporate this color into your wardrobe. Again, not everything in your closet needs to be of your specific signature hue. Consider using this color as an accent to the neutral tones that should dominate your closet, including black, white, ivory, brown, gray, and navy. Use your signature color in unique pops in all aspect of your wardrobe and your surroundings.

Use your signature color in your home to express your real self

In addition to using your signature color to accentuate your wardrobe, also use this favored color to accentuate you home. Whether you paint an accent wall in this great hue, choose a rug with your favorite color, use decorator pillows in your shade of choice, or incorporate towels of this color into your design, your signature color can work in your home the same way it can work in your wardrobe.

Accentuate with accessories - Accessorizing with personal flair

Consider using your signature color in a few poignant accessories incorporated into your wardrobe. Consider purchasing a brooch or faux flower corsage in your favorite shade to affix to your jacket lapel, sweater, or shirt. Look into purchasing a fantastic pair of shoes in your signature color as a unique pop that will benefit any wardrobe. Look to include a killer purse in your favorite hue that is sure to complement any item in your closet. Furthermore, use a scarf with your signature color or choose to incorporate a pretty ribbon into your hairstyle, serve as a belt, or even be used as a choker!

Bridget Allen has worked for many years in the fashion industry, at a senior level, and she has written an amazing totally free fashionista minicourse that will thrill, entertain, and most importantly educate you about what you absolutely need to know about fashion. Get the free course " Fashionista Essentials" now at



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