

What Colors Make Your Services Most Attractive?

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By Catherine Franz

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This information is based on the principles of Laws of Attraction, Law of Allowing and Law of Deliberate Creation. And the Universal Laws of Energy (like attract likes) proven by Quantum Physics.

What colors attract people to you?

Visual presentation and appeal, whether in your marketing materials or what you wear, can turn on or turn off what you people you attract. It does not matter if it's on paper matter, the Internet, like a web site, or in a presentation.

If you do any time of speaking, writing, or design type of work, this article is for you.

I'm not just talking about visual color, I'm also talking to you about audio and writing or language color. Each affect our relationships -- friends, family, prospects, clients or customers.

It is a fact that companies with large budgets spend billions on color market research -- usually in product or packaging development.

Solopreneurs pockets aren't as deep, thus, they need to use the results of the research of the deep pocket-ers.

Colors tell someone if you are approachable. In the same way they will affect whether someone will continue clicking

What Colors Make Your Services Most Attractive?

through your web site.

Colors will determine if someone will start reading your article in a magazine or posted on your web site. Color also helps to keep people involved on your web site (it's not just about the content) and how long they stay.

Colors also influences how people will respond and behave. A black background on your web site now represents s*x-type of web sites. It is important that if that isn't your focus that you don't use a black background.

Let's take a few minutes and play with this concept. The next time you go into a fast-food restaurant, look closely at the colors. Do they decorate with vivid reds and oranges because they encourage diners to eat and leave quickly like many of the fast food establishments. That is exactly the response they want.

Different cultures have different attitudes and preferences thus; they will have another color reaction. In China, "white" symbolizes death and in Brazil, it is the color purple. People from warm countries respond favorably to warm colors; people from colder climates prefer the cooler colors.

In America, green is associated with jealousy or money. Here are some color references for America.

Red.....excitement, strength, sex, passion, speed, danger.

Blue.....(most popular) trust, reliability, belonging, coolness.

Yellow...warmth, sunshine, cheer, happiness

Orange...playfulness, warmth, vibrant

Green....nature, fresh, cool, growth, abundance

Purple...royal, spirituality, dignity

Pink.....soft, sweet, nurture, security

White....pure, virginal, clean, youthful, mild.

Black....sophistication, elegant, seductive, mystery, sexual

Gold.....prestige, expensive, elite

Silver...prestige, cold, scientific

This also means that color affect shopping habits. Red-orange, black and royal blue attracts impulse buyers. Pink, teal, light blue and navy attract smart budget Shopper.

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Pink, rose and sky blue attract conformists.

A great exercise to experience this — visit large company web sites that have spent the funds on this type of research.

Try McDonalds (<http://www.mcdonalds.com> — bright red) or Wendy's (<http://www.wendys.com> — brownish red). Jaguar (<http://www.jaguar.com> — black for sophistication, green cool, and silver for prestige). It matches perfectly with their market — high income—ers with a view on sophisticated.

If you are a service professional, how might you put colors to use for you?

First, make sure you have the right target market. Young children materials contain large amounts of bright primary colors. These colors will attract the child yet the parents or grandparents open the wallet. This means that for the children you would use the primary colors and for the marketing material being read by the grand/parents you would use reds, blues, pinks and yellows for trust, reliability, security, and playful.

If you a web site and you choose the colors because they are your favorite, then you choose it could have chosen it for the wrong target market — unless, of course, you are the only one or people just like you are the only ones you want buying. Pick your colors for your market. This is anything you want to attract in America.

Tips For Breaking Away From White Wall Paint

By Lisa French

Paint is one of the most affordable and easiest ways to change a room. But choosing the right paint colors for your home can seem like an overwhelming task.

Paint, accessories, fabric, furniture, and flooring should all blend, so take a good look at the room you will be working on, preferably before you choose a paint color, and decide what will stay in the room, and what you may want to move out of the room.

The first thing you should do when choosing colors for your home, is look around at colors that make

What Colors Make Your Services Most Attractive?

you feel good, happy, and relaxed.

These colors are probably already in your home. A few examples are the colors you love to look at in your flower garden, the colors in your jewelry, or pottery, or they can be found in the colors of the clothes in your closet.

The second thing you should do is go to your local paint store and pick up a color wheel, and or sample cards, pick the sample cards that really catch your eye, and don't be afraid to get as many as you want. Take these cards home and look at them at different times of the day and night, to see how the color will look when the sun shines in on them, or at night when you have lamps turned on, or candles burning. Study this for several days. Be patient when deciding which color feels best to you.

Complimentary colors – are the colors that are directly across from each other on the color wheel.

Harmonious colors – are the colors that are next to each other on the color wheel. Like blue and purple.

Tints – are colors with white added.

Shades – are colors with black added.

Saturation – is the amount of color used. The more color, the more vibrant.

Color tone – is the degree to which it changes.

Pastels – use only a hint of color.

Lisa French invites you to visit her website

for more home

decorating ideas.

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Using Colors in Your Room

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