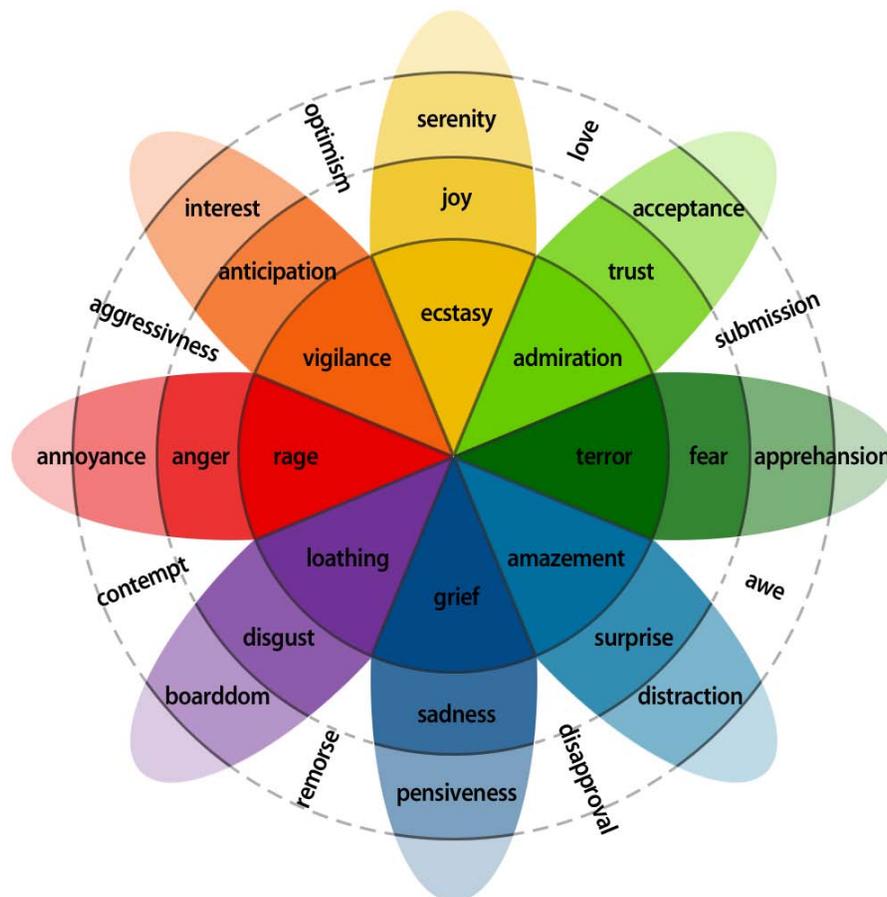


"How to use the power of colors to get more sales..."



Review a very important (yet somewhat neglected) subject that can have dramatic effect over your sales letters and landing pages' success potential - colors.

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## Why "Color Report"?

Color can have a profound impact on your prospects. They affect how a people react to your sales pages, landing pages and blog design. The wrong colors can negatively impact your sales, while the right colors can trigger positive emotions motivating your visitors to buy from you.

Color can affect how we feel and influence what we think. In general, bright bold colors tend to stir us up, while the softer, pastel colors calm and relax us. Responses to colors can vary by age, gender and cultural background.

Here are some guidelines to help you make good color choices. Bear in mind that these are guidelines, and that there are no hard and fast rules. Just use common sense.

- 1 Consider your audience. For example, if you primarily target men, then you will want to use strong, bold colors. If your target audience is women, then choose soft, pastel colors. If your focuses on children, choose bright, vibrant colors.
- 2 Choose colors that are appropriate for your site's topic. For example, green may work well for sites about starting a home business, making money, and reducing debt.
- 3 Keep the number of colors down to two or three, and no more. This does not include photographs, which can have a whole range of colors.
- 4 Communicate your message with easy-to-read text. Use colors for your web-copy that contrast with the background color so your text is readable. For example, a dark font on a light background is easy to read.
- 5 Consider the mood you want to create. Remember that emotions trigger sales. People buy what they want -not what they need.

Here's a breakdown from HP on the main colors we use for marketing and how they are often looked at by others...

"Color has different meanings to different cultures. Depending on your background, you may have different emotions that are aroused when you see a particular color. The following are the most common emotions that come to the average North American, although many of these meanings will carry across cultural boundaries."

### Primary Colors:

#### Red

Red is a very emotionally charged color. It tends to increase the respiration rate and can even raise your blood pressure. It creates excitement and can be associated with danger, war, power, strength passion, desire and love. It can even increase your appetite.

#### Yellow

Yellow is the happy color... it is the color of sunshine. It creates a sense of cheerfulness and helps to stimulate mental activity. When yellow is very bright, it can attract attention. It can also provide a very sharp contrast to dark colors. Yellow can have the appearance of being brighter than white if over used and can be disturbing if used too much.

Blue is a trusted color. It can provide a sense of tranquility and security. It tends to symbolize loyalty, wisdom, trust, faith, confidence, and intelligence. While red can help to increase the appetite, blue tends to have the opposite affect and can actually suppress the appetite.

Secondary Colors:

Orange

Orange is the combination of the happiness of yellow and the energy and strength of red. It symbolizes creativity, determination, enthusiasm and success. In addition orange indicates affordability. Because of its similarity to red, it is great to promote food.

Green

Green tends to suggest endurance and stability. It represents harmony, growth and freshness. Green indicates safety. Obviously, it is associated with money and wealth. With the interest in "green" products, it is the only color that can promote organic foods and products effectively.

Violet or purple combines the energy and strength of red with the stability of blue. It represents nobility, ambition, power and luxury. It symbolizes extravagance and wealth and is often associated with dignity, independence, wisdom and magic.

Other Colors:

White

White is purity, goodness, light and innocence. It is considered perfection. White is generally positive and simple. Often it is the color of charitable organizations, low-fat foods and dairy products.

Black is elegant, powerful and formal, but can also be associated with death. In marketing, it is dignified. In certain contexts, black is very negative (blacklist, black humor, etc). It can also denote prestige.

Emotional color chart that derives from HP's article. Learn it, print it, and use it when creating your next website.

The Emotional Color Chart:

End note:

This guide has been just that-a guide. By following the outlines of this report, you should be on the right path to start using colors the "right way" on your websites and blogs.