

Become Fluent in the 4 Buying Languages for **HIGHER PROFITS**

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CAN YOUR MARKETING WORK EVEN BETTER?

Communication strategist Christie Turley has sparked innovation in a wide variety of multimillion-dollar companies around the world. She started her branding & marketing career over two decades ago and launched her company, BoldImpact42, when she was 24 at the birth of the internet. Since then, she's helped transform thousands of businesses and sold \$3 billion dollars in products and services (that's Billion with a "B").



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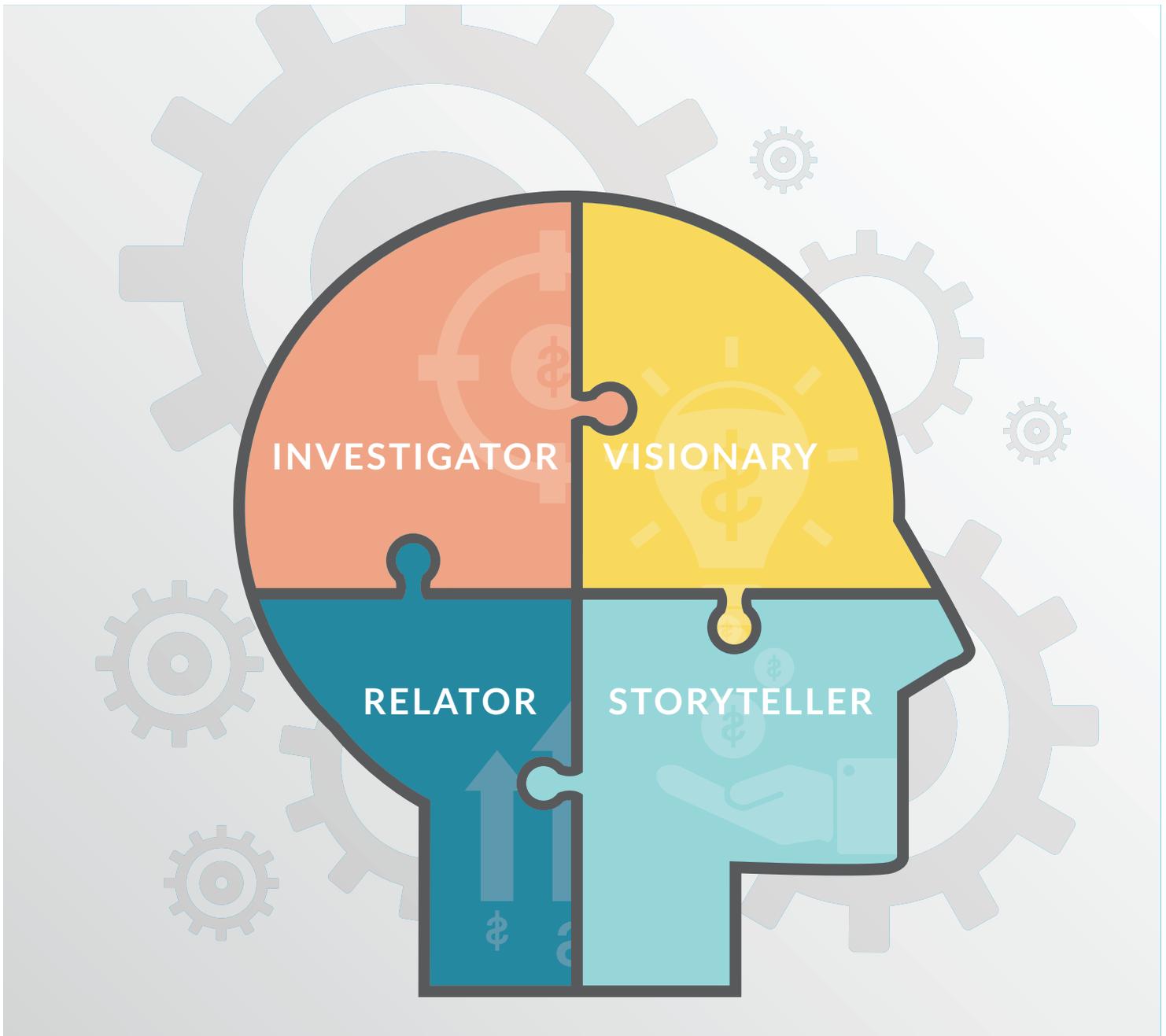
If you become fluent in all 4
Buying Languages, then yes...
you'll influence more people and
have a greater impact.

Chances are, you're only fluent in YOUR one buying language, so that's how you present, sell and market to others. It's only natural!

You, like most entrepreneurs, are only speaking to one buying style, and so you have probably been alienating $\frac{3}{4}$ of your potential customers!

When you adapt your marketing to incorporate ALL four buying styles, you will attract more people to your brand and they will understand you quickly.

Plainly stated, you will sell more products and services - and impact more people.



Before proceeding, let's establish 3 assumptions...

- 1) Learning is part of the buying process. We watch, read, listen or research before buying.
- 2) The easier it is for us to learn, the faster we learn.
- 3) The faster we learn, the faster we make a buying decision.

This is rooted deeply in neuroscience, OR the study of how our brains work. A person's buying language is closely related to their learning style (how they process information). You must communicate to ALL 4 buying languages and address the needs of each learning style to sell more and create more impact.

4 LEARNING STYLES,

Think back to when you were in school and there was a certain way you preferred to learn. What is your primary learning style? It's highly probable you can learn in all these ways, but there's one or two styles that suit you best.

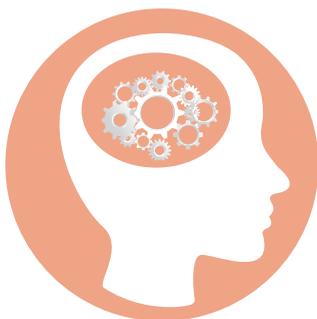


RELATOR

In conversation, they might say, “I feel...” They are very sensitive to others’ emotions and whether they’re happy, sad, upset or not present – and they can be very in tune with their own feelings. When they meet a stranger, they’ll remember how it felt to be around them and they’ll really get a sense for who they are. They have the gift of walking into a room and immediately feel heaviness or brightness, depending on the moods of everyone in the room. It might be difficult to concentrate because they might be heavily affected by others’ emotions and what’s happening in the world around them. They might even feel pain in their body, as in sympathy pains (yes, it’s a real thing) from those around them. They also might be very sensitive with their physical senses – and feel uncomfortable when it’s bright, noisy, smelly, hot or cold. They may also have a love for rich foods, perfumes, indulgent travel and engaging their physical senses.

Best Ways to Communicate: They learn best by doing, by using the physical body, touching, feeling and tactile hands-on work. Give them “How-To’s”, step-by-step processes, case studies, read reviews and exercises to experiment with. Use words and create tactile experiences that play to all five senses. Be relationship-focused, warm, welcoming and sincere. Share your passions— make customers feel truly special. Use

INVESTIGATOR



In conversation, they might say, “I understand,” “I think...” or “I know...” They tend to be very logical, detailed and level-headed. They may have been accused at one point of being a “know-it-all.” People tend to come to them for answers and see them as an expert. They have a gift for analysis and get a sense of where things are going from looking at data, history or behaviors. When they are meeting a stranger, they notice that they are interesting, or remember that they couldn’t wait to get away. When watching a movie or reading a book, they remember the insights they received, and the lessons learned. They may have difficulty settling down because their mind is spinning with new ideas and insights.

Best Ways to Communicate: They learn best by reading and writing through taking notes. Give them facts, statistics and new perspectives. Establish credibility - why listen to you? Provide expertise or information. Encourage them to think. Provide practical information, analysis and research-based facts and tell stories through analysis of data and research.

4 BUYING LANGUAGES



VISIONARY

In conversation, they might say things like “I see” or “I get the picture.” They may have talents in the arts and have a vivid imagination. They may have a passion for collecting beautiful things. When they meet someone new, they notice and remember their overall appearance, outfit, hair and facial expressions. When they see a movie, what stands out the most is the cinematography and visuals. They have big dreams for their life and may not know where to begin to make them come true.

Best Ways to Communicate: Show them charts, graphs, outlines, photos, videos, presentation slides and explain the “big picture.” Be open-minded.



STORYTELLER

In conversation, they might say things like “I hear you.” They may be a gifted speaker, storyteller, comedian, writer and/or musician. They’re a good listener. When they meet a stranger, they are more likely to notice and remember the sound of their voice, the words they said, or their laughter. When they see a movie, they really enjoy the soundtrack, the dialogue and how the screenplay was written. They’re also pretty sensitive to sound – they might be a light sleeper, they may notice the smallest noises like humming, creaking, rattling or banging. Their friends tell them that they give good advice, or they may tend to listen to too many well-meaning voices in their lives, which can muddy their own inner voice.

Best Ways to Communicate: They learn best by hearing, listening to verbal instructions, discussions and/or repeating something they learned to a friend. Tell stories and give them opportunities to discuss with a community. Have a sense of empathy. Pose wonderful questions (the kind they can’t unhear) and listen. Use a natural, unpretentious tone of voice with them.

HOW DOES EMOTIONAL BUYING COME IN?

It has been scientifically proven through the work of pioneer neurocardiologist, Dr. J. Andrew Armour that humans have a “heart brain,” a complex and intrinsic nervous system that is a brain in the heart. They have found that there are thousands of neuroreceptors in the heart passing information to the brain in ways that greatly affect how we perceive and react to the world around us. In other words, heart intelligence is really the source of emotional intelligence.

BECOMING THE MASTER OF YOUR MESSAGE

Now that you know how to speak to all four buying languages, instead of only your own, you'll no longer alienate $\frac{3}{4}$ of your potential customers! This is one way you can sell more products and services — and impact more people.

We could go even deeper into this subject as there are many nuances including words to use, words to avoid, your tone of voice, your positioning, customers' pre-existing cognitive biases which heavily affect your customers' decision making, for better or worse — and then looking at all of this through the lens of your brand and your brand's mission.

Becoming a master of these nuances empowers you to **influence more people and help transform more lives for the better.**

If you'd like to speed up that learning curve, I've been helping entrepreneurs (for 20 years!) to co-create impact + soulful brands + bold marketing, so they can deliver:

- + Even higher profits
- + Increased visibility
- + Happier employees & customers

Learn more about how I can help you by contacting me privately here:

<https://christieturley.com/contact>



LET'S CHAT

Communication strategist Christie Turley has sparked innovation in a wide variety of multimillion-dollar companies around the world. From supporting international campaigns to catering to conscious enterprises, her clients all seek the same thing: a breakthrough. And Christie delivers. Her superpower is crafting the brand positioning that leads to massive results, like one client who grew from zero to \$15 million in under a year. She started her digital marketing career over two decades ago and launched her company, BoldImpact42, when she was 24 at the birth of the internet. Since then, she's helped transform thousands of businesses and sold \$3 billion dollars in products and services (that's Billion with a "B").

A sought-after expert speaker, Christie Turley has shared the stage with Reid Tracy, CEO of Hay House, bestselling author Mastin Kipp and marketing legend Dan Kennedy. She is the author of *The Intuition Led Business* and the host of the Mind Muse Podcast. She lives in the Rocky Mountains with her husband of 18 years and their two children.

Catalyzing the World's Most Impactful Entrepreneurs to Change the Way Business Is Played

Learn more about how my team and I can help you by contacting me
privately here: <https://ChristieTurley.com/contact>

Christie Turley