



## D.A.N.C.E. Personality Style Quiz

Build on your communication and presentation strengths to grow your business faster

Created by  
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## The D.A.N.C.E. Personality Profiling System

How to rapport and conversions, while also increasing your business fulfillment and success

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DANCE Profiling System White Paper © 2014

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## INTRODUCTION

### Benefits of Using this System

*Have you ever tried a type of marketing that seemed to be working for others, but not with you?*

It may be that it doesn't work with **your personality style**.

*Have you ever had an ideal prospect say "No" and yet you KNOW your offer is a good fit?*

It may be **the WAY you are communicating with them**.

You may have taken other forms of personality assessment such as Myers-Briggs or DISC, or others. There are hundreds of different personality style assessments out there. Most are often great at explaining human behavior, but not always in relationship to how you market, or how you connect with ideal prospects. This profiling system helps you do both - to understand what makes a certain type of person say YES to your offer, and what makes the process of marketing your business the most successful and fulfilling for YOU. For the sake of clarity, your offer means any of these: products, services, ideas, business opportunities, etc.

This profiling system includes 4 personality styles and then the 5th is a blended style. The system will help you know exactly what to say to an ideal prospect to get a "yes" instead of a "no". Whichever is your dominant personality style, chances are you are going to be presenting in that style. Based on whatever your dominant personality style is, you're not the other three. That means you could be leaving 75% of the business on the table, and that business is going into someone else's pocketbook. Tony Robbins said, "Let your prospect determine your presentation." How many presentations should you have? Most people have just one kind of presentation, it's usually one that works for people their same personality style. That may only work with 25% of the population. This system will help you think about how to have five different presentations—one for each personality style and one that is a blend of all four. This fifth presentation is useful when you are speaking to groups. Each of these presentations are similar, but some of the words are different. You'll see examples of the five different ways of talking about the same type of offer in this White Paper. By the way, personality profiling is a science that is thousands of years old, and is a secret of many top business owners. Using one presentation is as silly as going to a foreign country where no one speaks English, and trying to get people to only speak your language.

If you simply learn how to communicate in other styles, you can not only be much more successful in your business, you can get rid of the resistance in personal relationships. What if you have a teenager or a spouse with a very different personality style? We've had people say this system totally changed the way they communicated with their kids, and that it taught them more about their spouse than living together for 20 years.



## Background

This profiling system has been helping thousands of people have a much more enjoyable and successful business for over 15 years. It was first created by Carla Rieger in 2002, as part of a research project when writing a book called, *Speaking on the Funny Side of the Brain*. As a professional speaker and coach for other speakers, she was asked by several organizations to teach platform skills such as storytelling and humor. In her work with clients over the years, it became clear that some people were better at *demonstrative* kinds of humor, some with more *assertive*, joke-telling kinds of humor, others with more *narrative* based humor, and a fourth type more *contemplative* or observational types of humor. As such, she first developed this profiling system based on researching famous comedy ensembles, and noticing that these four styles appeared over and over again in comedy teams. They represented the four basic styles of being human on this planet, and the clashing interaction of the four could make for good comedy.

The fifth style came into being, upon realizing that people at the top of their game in business, speaking, sales, humor, storytelling, and leadership seem to be able to switch styles as necessary, depending on the context of the situation. And, she also noticed that people who studied the system, and learned how to relate to the all styles, seem to be the most successful people in their careers. She then went on to use this system to help business owners who were frustrated with their progress when it came to communicating their offers to the world, and it became a big hit with people, companies and organizations all over the world wanting to use this system to help their people succeed.

## Why Business Owners Often Dislike Marketing

Many business owners often became stuck when it came to marketing their business. Maybe they start a business because they are passionate about what they are offering to the world. However, they have little training in the art and science of marketing, promotion, and connecting with their ideal prospects.

As such, they make mistakes, and experience failure, rejection, or indifference. At that point, many people decide they want someone else market FOR them. This can be helpful, if they have the money to pay for someone good. But they still discover that they have to do a certain amount of the marketing themselves anyway, or they are wasting their money. And, if they don't have the money to hire someone, they continue to stumble along with very little success.

Then, many decide they want to quit and do something else that doesn't require that nasty "selling" part. That's why so many entrepreneurs fail. The ones that succeed go get training to do the marketing properly. I'm assuming you fit into this latter category or you wouldn't be reading this White Paper right now



## How to Avoid Business Failure

Why people fail in business is usually because of one of five reasons:

- 1) They **haven't been properly trained** in marketing.
- 2) They **HAVE** received marketing training but it was "bad". It was basically **manipulative** and so there were negative consequences.
- 3) They've received good training, but it was **not in sync with their personality style**.
- 4) They've received good training, but they **don't know how to communicate in differing styles**.
- 5) They received good training, **but their offer isn't a good fit** for those they wish to serve

This D.A.N.C.E. Profiling System helps you with 1), 2), 3) and 4).

For help with 5) please go to <http://CarlaRieger.com> and look for our other training programs that help you ensure that what you offer is something that enough people want.

As you may have heard before, good marketing, wholistic marketing, or "spiritual or heart-based" marketing **DOES** work. It's about finding an offer (e.g. a product, service, idea or business opportunity) that enough of the right people want. Then it's the ongoing process of connecting with those people in authentic ways, figuring out if what you offer is a good fit for them at this point in their life, and helping them move through their natural resistance to change.

## How to Use this White Paper to Succeed in YOUR Business

Start by taking the quiz and finding out your dominant, secondary, third and fourth style. Then you can read the descriptions of each style when communicating your offer to the world, and how to best recognize and communicate with the other styles.

For more training on how to apply these styles, you can access free webinars at our Events tab at <http://CarlaRieger.com>. And, you can also find more in-depth training in terms of online courses, live events and coaching packages at the same site.



created by  
Carla Rieger  
The Change Artist

D.A.N.C.E. Personality Style Quiz



# The D.A.N.C.E. Personality Style QUIZ



Try this self-quiz to find out your dominant Communication Style especially when it comes to building your business. Afterwards read about the different styles and how you can better relate to styles that are different from you. You will also learn about how to get in alignment with a style of marketing that works best for you.

1. **At a large social gathering, you are most likely to:**
  - a. interact with many different people, strangers included; you just love to socialize.
  - b. talk one-on-one mostly with people you already know off in a quiet corner.
  - c. use the opportunity to make important contacts to further one of your goals.
  - d. leave as soon as it is polite to do so, as these kinds of events aren't your thing.
  
2. **When you first arrive at a meeting you are usually...**
  - a. ...a bit late, and try to sneak in the back without being noticed.
  - b. ...purposely a bit late, you like to get there when things have started happening.
  - c. ...arrive right on time and feel impatient if the meeting starts late.
  - d. ...arrive early so that you can be ready and organized when the meeting starts.
  
3. **If you were famous in your field, which career would most suit you?**
  - a. Movie star
  - b. Head of a company
  - c. Inventor
  - d. Humanitarian
  
4. **What style of entertainment do you most enjoy watching?**
  - a. Something warm and friendly.
  - b. Something quirky and intellectual.
  - c. Something political or satirical.
  - d. Something wild, outrageous and/or fun.
  
5. **Of these four personality traits, you consider your strongest to be:**
  - a. Compassion
  - b. Assertiveness
  - c. Imagination
  - d. Persistence
  
6. **The statement that most closely describes you is:**
  - a. Sensible and frugal.
  - b. Rational and quick-witted.
  - c. Sensitive and reliable.
  - d. Creative and fiery.



7. **Which appeals to you the most?**
  - a. Taking action on a calculated risk (e.g. a new way to increase income)
  - b. Creating harmonious human relationships
  - c. Discovering the solution behind a complex problem
  - d. Going to an exciting social event
  
8. **Which rules you more?**
  - a. Your heart
  - b. Your head
  - c. Your wallet
  - d. Your libido
  
9. **New and non-routine interaction with others (like attending an interactive seminar)**
  - a. ...usually stimulates and energizes you.
  - b. ...revitalizes you, if you have a special connection with someone in the process.
  - c. ...taxes your reserves, and you aren't afraid to let people know it.
  - d. ...taxes your reserves, so you quietly slip away when no one is watching.
  
10. **When doing group projects, which part of the process is most important to you?**
  - a. Creating relationships with people.
  - b. Sorting out who is playing what role in the project.
  - c. Organizing the way the project is done.
  - d. Making sure the process of doing it is fun and exciting.
  
11. **If you suddenly have some spare time on a weekend, you usually WANT to:**
  - a. ...contact several friends and see if there is something fun going on.
  - b. ...have some quality time with one or a just a few people.
  - c. ...get a number of important things done on your TO DO list.
  - d. ...focus your energy on one specific hobby or project.
  
12. **You want to buy a gift for a friend you don't know very well. You are most likely to:**
  - a. Buy the first thing you see that you intuitively think they would like.
  - b. Carefully find just the right thing, after much comparison-shopping.
  - c. Buy the same special gift you always buy for special people.
  - d. Get someone else to buy the gift, or just give your friend some money.
  
13. **Which description most fits you?**
  - a. Hard working and ambitious
  - b. Animated and gregarious
  - c. Focused and efficient
  - d. Cooperative and gentle



14. **Most of the time, when working, you prefer:**
  - a. To do your job quietly on your own.
  - b. To be an integral part of a team working together.
  - c. To influence the team in new and creative directions
  - d. To be the leader and structure-maker for the team
  
15. **When the phone rings do you**
  - a. ...answer it immediately and talk at length.
  - b. ...look forward to the call, but wait a few rings before answering.
  - c. ...deal with whoever it is quickly and efficiently.
  - d. ...hope someone else will answer it.
  
16. **Your favorite type of clothing to wear:**
  - a. Something comfortable, practical and low key.
  - b. A unique ensemble that makes a statement.
  - c. An expensive-looking power outfit.
  - d. Something easy-going and nice.
  
17. **Which genre of fiction to you most prefer:**
  - a. Mystery, documentary or science fiction
  - b. Feel-good story or romance
  - c. Epic, historical or action
  - d. Comedy, psychological thriller, glitzy
  
18. **Which is more admirable:**
  - a. The ability to organize and be methodical.
  - b. The ability to take charge in a chaotic situation.
  - c. The ability to motivate others to succeed.
  - d. The ability to make people feel comfortable and included.
  
19. **In terms of comedy, I most closely identify with people who can:**
  - a. ...tell a heartwarming, funny story.
  - b. ...tell a good joke.
  - c. ...create great characters through movement, voice, costume, etc.
  - d. ...tell a witty one-liner, pun, or wordplay.
  
20. **If a conflict arises between a friend and I, my first reaction is to:**
  - a. ...make sure they understand my position on things.
  - b. ...make sure the relationship doesn't get damaged.
  - c. ...avoid that person for a while.
  - d. ...find a compromise, where we both get at least part of what we want.



Circle the answers you chose.

Then, count the number of A's, D's, N's, and C's you have at the bottom

1	a. D	b. N	c. A	d. C
2	a. N	b. D	c. A	d. C
3	a. D	b. A	c. C	d. N
4	a. N	b. C	c. A	d. D
5	a. N	b. A	c. D	d. C
6	a. C	b. A	c. N	d. D
7	a. A	b. N	c. C	d. D
8	a. N	b. C	c. A	d. D
9	a. D	b. N	c. A	d. C
10	a. N	b. A	c. C	d. D
11	a. D	b. N	c. A	d. C
12	a. D	b. N	c. C	d. A
13	a. A	b. D	c. C	d. N
14	a. C	b. N	c. D	d. A
15	a. D	b. N	c. A	d. C
16	a. C	b. D	c. A	d. N
17	a. C	b. N	c. A	d. D
18	a. C	b. A	c. D	d. N
19	a. N	b. A	c. D	d. C
20	a. A	b. N	c. C	d. D
Total A's _____ Total D's _____ Total N's _____ Total C's _____				

Total should come to 20

Read on about the various Communication styles. Keep in mind, the descriptions that follow are extreme examples to illustrate how they differ.



## Demonstrators

### How to best market your business as a Demonstrator

If your highest score was Demonstrator, then you are a natural leader, emotionally demonstrative, people-oriented, fast-paced, enthusiastic, artistic and charismatic. You are also more of an “electric” marketer, which means you are better at reaching out to people, than magnetizing them in.

#### STRENGTHS:

- Outbound Calling:** Making outbound cold calls is much easier for you than for others. Whether it's a warm or cold call, it's one of the best ways to build your business, especially if you can get online with people using video conferences such as through Skype or Zoom. That way you can see the person and use slides if necessary.
- Public Speaking:** You like attention, and you may have dreams of fame and fortune. As such, find opportunities to get in front of a room of people who might be interested in what you offer. You have a confident, warm style that people notice and get engaged by.
- Networking Events:** You would also do well going to networking events where you can move about the room and entertain people with demos of your products and services. Let your outrageous, playful nature come forth as that makes you memorable to people.
- Videos/Webinars:** Try doing videos to put on social media. You'll probably have a lively style that will grab attention. Webinars and teleseminars can also attract people because you'll know how to keep people engaged.
- Ask for the close:** Since boldness is easier for you than other styles, close the deal with people several times over...challenging them to step up and try your products or services.
- Get Innovative:** You are more likely to take risks and be innovation and different, than other styles, so use that to your advantage. For example, Demonstrators have been known to dress up in costume, or pull a wild publicity stunt.

#### CHALLENGES and HOW TO DEAL WITH THEM:

- Take Calculated Risks:** You are a “Leap Before You Look” type person, throwing caution to the wind (e.g. quitting your day job too soon). You like change and innovation, but sometimes you change too much and take risks too quickly. That can lead to instability or recklessness. It's helpful to get perspectives from other styles BEFORE you make a decision, to ensure you take “calculated” risks.
- Keep Track of Time:** You are less like to be on time than other styles, so keep a clock handy when talking to people or giving presentations, so you don't go overtime.
- Keep to Your Promises or Re-Negotiate:** You tend to make promises you can't keep, just to engage people. When you can't or won't follow through, people may lose trust in you. Only make promises you can keep, or re-negotiate those promises as soon as you realize you can't keep them.
- Know the Law:** You are more likely to over-exaggerate benefits and make promises to people that you



can't keep, just to get the sale. This might mean trumping up claims about what a product can do, or exaggerating earning potentials. This can lead to problems down the line when those expectations are not met. And it can get you and your company in trouble with the law. Check with a lawyer to ensure you are marketing your business in a way that won't get you in trouble down the line. Ask someone with a differing style to listen to your presentations to give feedback on this.

- **Measure Your Success:** You are less likely to measure your success than other styles, as that involves paying attention to annoying little details. Yet, you can't improve what you can't measure. Try hiring an assistant who will pay attention to details, numbers, technology and structures that will help you succeed.
- **Ask Questions:** You are more likely to talk too much when talking to a prospective client or customer. Ensure you ask questions of your prospect, so it becomes a two-way conversation and so that you learn what might be their "hot buttons" for buying, signing up or supporting your ideas.
- **Use an Outline:** You are more likely to totally improvise when giving presentations. As a result, you may tangent too much and forget to say important things. Try using an outline to follow to ensure you cover all the important talking points.

### Example of a Successful Demonstrator in Business

*Steven went to school and studied music and filmmaking. Once he got married and had kids, he didn't want to be on the road all the time doing gigs or working long hours in the film industry. He started a business creating and selling software to create your own animated videos, providing much of the public domain music and images himself. After much trial, error and frustration, he learned about this dominant personality style and decided to play to his strengths. He started by hosting gatherings in a start up HUB where he played music, told jokes, shared about his company and let people try the software. These became more and more popular, and so he started running them at hotels. His wife handled the details, such as event organization, proofreading, taking orders and measuring his success. Then he would follow up with people who bought the basic software, so he could upgrade them to a more advanced package. This was how he launched his business and now he's got 5 employees and operates in two countries. Eventually he learned other styles of marketing, but starting with his Demonstrator strength got him launched.*

### Types of professions where you find many Demonstrators

Sales	Performing Arts	Entertainer/Actor
Public Relations	Trial Lawyer	Designer
Social Director	Professional Speaker	Artistic Director



**How to recognize a Demonstrator listener. They tend to:**

- |                            |   |
|----------------------------|---|
| be somewhat disorganized   | wear bright colors                      |
| be animated and outgoing   | lose track of details                   |
| sit in an open posture     | take the initiative in the conversation |
| laugh easily and loudly    | love being playful                      |
| have trouble being on time | interrupt often/call things out         |

**Famous people who are predominantly Demonstrators**

- |              |                |               |
|--------------|----------------|---------------|
| Steve Martin | Jim Carey      | Tracey Ullman |
| Lady Gaga    | Robin Williams | Cher          |
| Russel Brand | Conan O'Brien  | Sofia Vergara |

**Values**

- |             |             |               |
|-------------|-------------|---------------|
| Excitement  | Freedom     | Taking Action |
| Stimulation | Flexibility | Creativity    |
| Adventure   | Spontaneity | Innovation    |

**How to Get Demonstrators Engaged:**

Be chatty and casual with them. Ask them lots of questions and let them talk. This will reveal to you their goals and challenges. Then you can figure out how your offer can help them. You may need to interrupt them to get your pitch in, so be bold. Let them try the products or services. They like to get a gut feeling for things. They like to socialize so invite key clients to business events that you host. They are more likely to buy if you share with them such things as media buzz, social media, testimonials and word-of-mouth referrals of someone they admire like a celebrity or person with status.

**Sample script for a Demonstrator:**

*With our company to get an incentive-driven, fast-track opportunity to get to the top of your career, and have the kind of income and lifestyle you truly desire.*



## Assertors

### How to best market your business as a Assertor

If your highest score was Assertor, then you are an assertive leader and are task-oriented, fast-paced, efficient, and persistent. You tend to be an “electric” marketer, like a Demonstrator. However, your style is more authoritative than charismatic. Of all the styles, you have the best work ethic, and will do what it takes to succeed.

#### STRENGTHS:

- Outbound Calling:** Create a system for making outbound calls whereby you track your results to hit certain targets each week. You can compete with yourself and your main competitors, to keep you motivated.
- Public Speaking:** You have an authoritative style that people respect. And you’ll tend to create well structured presentations that lead to results. Find opportunities to get in front of a room of people who might be interested in what you offer.
- Webinars/teleseminars:** Try doing webinars and teleseminars on a regular basis. Unlike Demonstrators, you tend to be organized and systematized and likely to measure your success on a regular basis. This will help you see what kinds of wording is most likely to win you success.
- Closing the Deal:** Since boldness is easier for you than other styles, close the deal with people several times over...challenging them to step up and try your products or services.
- Taking Calculated Risks:** You are more likely to take risks than other styles, but unlike Demonstrators you will do your due diligence to lessen your chances of failure. You will go the extra mile to get training, and stay informed on leading-edge ways to succeed in business. Use your good work ethic to get ahead of the crowd.

#### CHALLENGES and HOW TO DEAL WITH THEM:

- Patience:** You can be impatient with prospects, service providers and team members who don’t take action as easily as you do. It’s helpful to get the perspectives of a Narrator to ensure you keep building and maintaining relationships with people along with reaching your goals.
- Build Rapport:** You can come across as more cold and calculating than other styles, so ensure you take time to chat with prospective clients. Get to know them before diving into the pitch.
- Add Stories and Examples:** You tend to prefer facts, statistics and science, and will forget to include more “right-brained” ways of communicating with people such as stories and examples. For every concept you share, see if you can add a stories or example or what that could mean for your listener. For example, if you talk about how your product has been scientifically proven to work, show specifically why that will help your prospects get the results they want.
- Ask Questions:** You are more likely to talk too much during a prospecting conversation. Ensure you ask questions of your prospect, especially if they seem quiet, so it becomes a two-way conversation and so that you learn what might be their “hot buttons” for becoming a client or customer.
- Network with Influencers:** You tend to dislike social events so don’t push yourself in that way. However, find events where you can meet those with powerful influence like the director of an association. Ask if you can write an article or speak at one of their events.



### Example of a Successful Assertor in Business

*Liz was a lawyer. By the age of 52 she was getting tired of the 80-hour work weeks. She started selling health products that had made a huge difference to rebuilding her energy after a period of burnout. She cut back on her hours and started to build this as a secondary income. By the time she retired at 58, it had become her main income. Her success was inconsistent until she discovered her dominant Assertor style and found a way to market that was in alignment with her strengths. She started by writing articles on how to get passive income and work less hours, using her story as an example. She had contacts in a few associations in the legal and financial planning industry, so they published her articles on their sites. In addition, she posted those articles on her blog and sent them to a growing email list. Then the association allowed her to do a regular teleseminar on how to rebuild your energy after burnout. The next year, they invited her to be a breakout speaker at one of their association conferences. During the session, she shared stats about how many people in the legal profession hit burnout by the age of 45. Then she shared her story about recovering and creating a secondary income. She provided samples of the products for people who agreed to get on her e-list. She hired a virtual assistant to act as a kind of customer service person to build and maintain relationships with online customers and suppliers. As her business grew, she learned other styles of marketing, but by starting with her strengths it got her launched. Once launched the business took on a life of its own, and she could hire more people to handle the areas where she was weak. Now she only works about 20 hours a week, and still has a very good income.*



**How to recognize an Assertor audience member/listener. They tend to:**

- |   |                                |
|---|--------------------------------|
| like timeliness and efficiency            | appear powerful and formal     |
| sit in an erect posture                   | be highly discriminating       |
| laugh less often than Demonstrators       | maintain a serious demeanor    |
| take a leadership role in most situations | ask challenging questions      |
| have strong opinions                      | need structure to stay engaged |

**Types of professions where you find many Assertors**

- |                    |                   |                       |
|--------------------|-------------------|-----------------------|
| Corporate CEO      | Entrepreneur      | Politician            |
| Police Officer     | Lawyer            | Stockbroker           |
| Newspaper reporter | Military sergeant | Management Consultant |

**Famous people who are predominantly Assertors**

- |                   |                |                       |
|-------------------|----------------|-----------------------|
| Steve Jobs        | Tom Cruise     | Madonna               |
| Angelina Jolie    | Louis C.K.     | Arnold Schwarzenegger |
| Margaret Thatcher | Clint Eastwood | Candace Bergen        |
| David Letterman   | Simon Cowell   | Stephen Colbert       |

**How to Get Assertors Engaged:**

Avoid being too chatty. Just get right to the point. They prefer a formal environment and interaction style. Dress well and treat them with respect. Ask them lots of questions and let them talk. This will reveal to you their goals and challenges. Then you can figure out how your offer can help them. You may need to interrupt them to get your pitch in, so be bold. They want to understand the facts, stats and scientific background of what you offer. Anything that sounds too flakey or inflated will put them off. Combine stories with facts. They will do their research, so come prepared. It will be harder to get them to take time out to talk to you, as they'll probably be too busy, so be persistent. They are sharp negotiators and want to feel like they are getting a deal, so think through ahead of time what you can give them. They are more likely to buy if you share word-of-mouth referrals of someone they trust.

**Sample script for an Assertor:**

*Our company has a gold star reputation whereby you get a scientifically proven system that assists you in closing sales that reach your income targets quickly.*



## Narrators

### How to best market your business as a Narrator

If your highest score was Narrator, then you are more easy-going and indirect than the first two, and are more people-oriented than task-oriented. You tend to be warm, friendly, gentle and cooperative. You value relationships over goals. You are good at listening, have a sweet temperament, and tend to be open-minded. Most people find you to be loving, and emotionally intuitive. You can also be naturally good at telling stories and using examples. You are supportive of leaders, but don't default to a leadership role yourself. You are more of a magnetic marketer. This means you're better at drawing people to you, rather than chasing them. Your style is inviting, caring and harmonious.

#### STRENGTHS:

- **Free Coaching:** Put yourself in positions where people are invited to talk to you, and where you can help them. Put up a website or social media page and then offer free coaching regarding the solutions your business offers. Let this be the start of your relationship with people. Build rapport first, help them, and only THEN pitch your products.
- **Home Parties:** You have a warm style that people like. Invite small groups over to your home or a casual venue. Just ensure you create a script ahead of time. Then just have notes to guide you as you give your presentation. That way you'll feel more confident without sounding too stilted. Ensure there's time beforehand for you to talk one-to-one with the attendees to find out their goals and challenges. This will help you feel more comfortable. Plus, you'll be able to match your content to their needs.
- **Webinars/Teleseminars:** Try doing pre-recorded videos, webinars and teleseminars to *magnetize* people in. This way you can also pre-plan the content and edit as necessary. Put it up on your site and social media to get people interested in your products or services.
- **Networking Events:** Since you are quite social you will enjoy these as long as there are structured activities for you to get to know new people. You are great at building rapport and trust with people, and once you do so, you can introduce your offer if it seems like a good fit for them. You are great at including stories and examples that help people really "get" what you're offering.
- **Face-to-Face meetings:** You do best face-to-face as your warmth and friendliness are your best magnetic quality. Invite people out for coffee, or come to their home or office and do a demo. Have different stories and examples for each of the features and benefits of your offer.
- **Social Media:** Creating magnetic content that drives people to your site, can be a good method for your personality style. Find quotes, articles, stories, demos and examples with a link back to your site and then put them up using a social media scheduler like Hootsuite or Buffer.



## CHALLENGES and HOW TO DEAL WITH THEM:

- **Make Cold Calls Warmer:** You may find cold calling more challenging than other styles, because your nature is more emotionally sensitive. Find ways to focus more on “warm calling”. Ask for referrals and introductions to people first. Find other ways to get to know prospective clients first, such as through your children’s school. Once you get to know people you can think through a way to talk about your business as a way to solve a specific problem they have.
- **Do Smaller Group Public Speaking:** You may find talking to large groups more intimidating than other styles. To that end, start small and just gather a group of 8 people in a circle and facilitate a conversation about the solutions your business offers. If you do get on a stage, give yourself a chance to talk one-to-one with some audience members. Build rapport with them first. This will help you feel more confident and bring out your warmth and friendliness more.
- **Add Facts, Stats and Proof:** You tend to prefer stories, examples and metaphors, and will forget to include more “left-brained” ways of communicating with people. For every story you share, see if you can add facts, statistics, proof or scientific background. For example, if you talk about how much more energy you now have because of the product you promote, add in the scientific background for how it helps cells rejuvenate.
- **Ask for the Close:** You are more likely to want to keep a good relationship with a prospect and not challenge them to change. So, you may not ask them to sign up, when you should be. Most people have resistance to change, and sometimes they need a firm invitation to join, many times over. Ask an Assessor or Demonstrator to help you with the languaging and mindset that will help you be more consistently bold.
- **Break Free of the Norm:** You don’t like to ruffle any feathers, and you like social approval, so you may be less likely to try new things that grab attention. Get help from the other styles to add your own unique personality style to your presentations and really make it your own.

## Example of a Successful Narrator in Business

*Basma had been a graphic designer and single mum for 22 years. When the kids left home, she decided she wanted a life that involved international travel. She started making her own jewelry and selling it. However, she only had minimal success for the first five years, until she learned about her Narrator personality strengths. She traveled to the Middle East and India and made friends with top jewelers there, just to learn from them. But then she offered to distribute some of their jewelry back in the West. Once back home, she went to as many networking events as she could, often renting a sales table. For each piece of jewelry, she told an interesting story of how it came to be. Every few months, she’d go traveling again to find more jewelry. She made friends wherever she went and so started having home jewelry parties in different cities. Then she asked 2 others to also distribute her jewelry and that doubled her income. A few years later she added 4 more distributors. That’s when she started running contests and giving out prizes to top earners. Eventually she started hosting a twice yearly retreat in an exotic location where they could all get together to socialize, share stories and best practices. Now she has about 18 distributors and a retail outlet in two cities, and focuses most of her time on jewelry design and continuing to go to networking events. Eventually she learned other styles of marketing, but starting with her strengths got her launched.*



**How to recognize Narrators as audience members/listeners. They tend to:**

- be very accommodating
- be warm natured
- laugh quietly and often (but sometimes they're laughing just to be polite)
- show gratitude easily
- wear casual, but pleasant looking clothing
- be great listeners
- like interaction, stories and humor

**Types of professions where you find many Narrators**

- Counselor
- Human Resources
- Teacher
- Nurse
- Minister
- Social Worker

**Famous people who are predominantly Narrators**

- Michelle Williams
- Sandra Bullock
- Jennifer Lawrence
- Dan Ackroyd
- Paul Rudd
- Ashton Kutcher
- Jimmy Kimmel
- Oprah
- Beyonce

**How to Get Narrators Engaged:**

Narrators like to chat and get to know you first. Don't dive into your pitch too soon. They prefer a warm, comfy environment and friendly interaction style. Ask them lots of questions and let them talk, as they will tend to be more shy than other styles. This will reveal to you their goals and challenges. Then you can figure out how your offer can help them. They love stories, examples and metaphors so ensure you don't just talk using facts and concepts as they will get bored. Anything that sounds too cold or scientific will put them off. It will be easier to get them to come to a face-to-face meeting than other styles. They are motivated by the idea of helping others, so talk about how your offer can help them do that. They are more likely to buy if the your business makes a contribution to a worthwhile cause. They will also need excellent written, audio or video materials to take back to share with others, as they will likely want family support before joining.

**Sample script for a Narrator:**

*With our company you get an easier and faster way to help people have better lives through our ethically made products, while also having more income to support your family and to give to causes that you care about.*



## Contemplators

### How to best market yourself and your business as a Contemplator

If your highest score was Contemplator, you are task-oriented like Assertors. However, you are more indirect and quiet like a Narrator. You tend to have a contemplative, analytical, problem-solving nature. You can be very detail-oriented, and intellectual. You are a persistent problem solver, and pride yourself on orderliness and accuracy. Often preferring to be alone, you tend to have a more low-key personality than, say, a Demonstrator. You value goals over relationships. You tend to be a “magnetic” marketer, like a Narrator. Chasing after people doesn’t work as well as drawing them towards you. You are good at providing solutions, systems, structures, or technical back up—and then fanning word-of-mouth to get people to send others your way.

#### STRENGTHS:

- Free Consulting:** Put yourself in positions where people are invited to bring you issues that you can solve. Put up a website or social media page and then offer free consulting regarding the solutions your business offers. Let this be the start of proving your usefulness to people. Once they believe in your ability to be helpful, then introduce your products or services.
- Email Marketing:** You can be good at writing technically and scientifically-sound emails that show how your offer helps solve people’s problems or helps them reach their goals. Offer a free sample or “taste test” of your offerings in exchange for getting their email address. Then provide good content and every once in a while make special offers on buying your products and services.
- Teleseminars:** Try doing pre-recorded teleseminars to *magnetize* people in. This way you can also pre-plan the content and edit as necessary. Put it up on your site and social media to get people interested in your products and services.
- Social Media:** Creating magnetic content that drives people to your site can be a good method for your personality style. Find quotes, articles, useful facts and statistics with a link back to your site and then put them up using a social media scheduler like Hootsuite or Buffer
- Forums and Online Groups:** You may prefer interacting with people more online than face-to-face, so join groups and forums where you can prove your expertise or the solutions your business offers.
- Phone meetings:** You may prefer phone meetings over video or face-to-face. However, you may want to use a service where you can share your screen and run people through a slide show or show them a web site to demo what you offer such as Skype or Zoom or GoToMeeting.

#### CHALLENGES and HOW TO DEAL WITH THEM:

- Cold Calling:** You may find cold calling more challenging than other styles, as your nature is more introverted. Find ways to focus more on “warm calling”. Ask for referrals and introductions to people first. Find other ways to get to know people first, such as through an online forum. Once you understand people’s issues you can think through a way to talk about your business as a way to solve a specific problem they have.



- **Online vs Live Public Speaking:** You may find talking live to large groups more intimidating than other styles. You may find pre-recorded webinars or teleseminars less intimidating for that reason. If you do have to speak on stage create an excellent slide show and a top notch script to read. This will help you feel more confident and ensure you give good value at the same time.
- **Buid Rapport:** You can come across as more cold and analytical than other styles, so ensure you take time to chat with prospects. Get to know them, let them talk and build a relationship before diving into solutions.
- **Add Stories and Examples:** You tend to prefer facts, statistics and science, and will forget to include more “right-brained” ways of communicating with people such as stories and examples. For every concept you share, see if you can add a story or example. For example, if you say “My product is based on 15 years of research”, add an example of how that made a specific person more money.
- **Ask for the Close:** You are more likely to avoid confrontation, so you may not ask them to buy, when you should be doing so. Most people have resistance to change, and sometimes they need a firm invitation to step up, often many times over. Ask an Asserter or Demonstrator to help you with the language and mindset that will help you be more consistently bold.
- **Break Free of the Rules sometimes:** You like to stick to rules and guidelines, so this might make it harder for you to stand out from the crowd. Get help from the other styles to add your own unique personality style to your presentations and so people remember you and take action.

### Example of a Successful Contemplator in Network Marketing

*Edward had been in IT (internet technology) for 5 years. His company laid him off and he couldn't find another job that he liked. He developed an app with a colleague from work who had also been laid off. The way he eventually got momentum was by playing to his strengths. He was an analyzer and tech geek, so he started really researching the industry. He started by putting up a video slide show on his website and social media platforms. It showed the before and after results from using his app. This was a free offer in exchange for getting people's email addresses. Then he created an email campaign where he gave more valuable information related to this company's services and occasionally made offers for the app. He then tracked his results and kept tweaking his system until it gave him results. He got it to the point where, for every 100 people on his list, 19 would buy. Then 6 of those people would become repeat customers, and 1 of those would become an affiliate. That way he knew that for every 100 people he could get on his list, he would get 2 affiliates. After 3 years he had 28 affiliates and that created a strong momentum to the point where he now makes twice as much as he did in IT. Eventually he learned other styles of marketing, but by starting with his Contemplator strengths it got him launched much more quickly.*



**How to recognize Contemplators audience members/listeners. They tend to:**

- wear simple, functional clothing
- keep to themselves
- not initiate conversations
- need structure and organization
- need to hear facts, figures, statistics and proof to stay engaged
- sit in a closed posture
- take copious notes
- wait for others to initiate
- stay serious, rarely laugh

**Types of professions where you find many Contemplators**

- Accountant
- Engineer
- Secretary
- Scientist
- Bookkeeper
- Electrician
- Repair person
- IT Person

**Famous people who are predominantly Contemplators**

- Ellen Degeneris
- Woody Allen
- Bill Gates
- Kristen Stewart
- Deepak Chopra
- Barbra Streisand
- David Hyde Pierce
- Tina Fey
- George Clooney

**How to Get Contemplators Engaged:**

Contemplators are task-oriented like Assertors. They prefer technology, facts, figures and knowledge over stories and right-brained kinds of communication. They don't trust people who come across as too "salesy", and are the most skeptical of the four styles. In other words, Contemplators will take the longest to decide to buy from you. With Contemplators, you need to prove the value of the products or services first, don't dive into the pitch too soon. Ask them lots of questions and let them talk, as they will tend to be more reserved than other styles. This will reveal to you their goals and challenges. Then you can show how your company can help them reach their goals. Market to them using online methods like videos and teleseminars. They are motivated by the idea of solving people's problems and complex puzzles, so give them examples of how your product or service can help them do that. They are more likely to buy if your business has a good reputation and if you can prove that your offer solves real world problems. They will also need excellent written, audio or video materials which they will study carefully.

**Sample script for a Contemplator:**

*With our company you get a simple, yet detailed, step-by-step system for building a business that offers predictable results for people.*



## Experts

Experts are the fifth type of communicator. If your Quiz score came out fairly even across the board, consider yourself an Expert or on your way there. You can D.A.N.C.E. between the styles as appropriate. To some extent we are all a mix of many styles. The more balanced we can become, the more tools we have in our toolkit. Experts are better prepared for challenges and better at dealing with diversity of behavior.

Experts can be both people-oriented, and task-oriented. They can flip between an easy-going pace and a fast-pace. They are open at certain times when it feels appropriate and reserved when that seems best. When the situation calls for it, they will be direct in their communication. When a more indirect approach serves, they will opt for this route.

They tend to stay in the present moment, and utilize whatever tools seem best for the occasion. Their style is congruent with the situation. Their position is one of wholeness which affords them free movement in any direction. All parts of themselves are in balance. They are constantly reinventing themselves and pioneering something new.

### How to recognize Expert audience members/listeners. The tend to:

- seem balanced and level headed
- socialize as appropriate
- initiate conversations at times and listen when appropriate
- like a balance of structure and fluidity, facts and stories
- sit in a neutral posture
- listen, watch and note take

### Famous people who are predominantly Experts

- |                |                 |                      |
|----------------|-----------------|----------------------|
| Meryl Streep   | Charlie Chaplin | Albert Brooks        |
| Elaine May     | Tom Hanks       | Nikola Tesla         |
| Plato          | Stephen Hawking | Sofia Coppola        |
| Dorothy Parker | Lao-Tzu         | Hildegard von Bingen |



## The Styles in Action

It helps to better understand the differences by contrasting them with each other.

### Style of Greeting

1. **Demonstrator** - Fist bump, Hi 5, slap on the back
2. **Assertor** - Firm handshake, handing over a business card
3. **Narrator** - Grabbing both hands, kiss on cheek, hug
4. **Contemplator** - Head nod, slight wave from a distance
5. **Expert** - Whatever seems appropriate to the moment

Successful comedy teams often consist of four people who each represent a different communication style. This is a huge part of what creates the comedy. Here are some examples:

<u>Show</u>	<u>Contemplator</u>	<u>Demonstrator</u>	<u>Assertor</u>	<u>Narrator</u>
Seinfeld	Elaine	Kramer	George	Jerry
The Lucy Show	Fred	Lucy	Ricky	Ethel
Sex and the City	Miranda	Carrie	Samantha	Charlotte
Big Bang Theory	Sheldon	Howard	Leonard	Raj
Modern Family	Mitchell Alex	Gloria Haley	Jay Claire	Phil Cam

### One Joke/ Four Styles

Here is a joke to better help you understand the four styles: Four English noblemen in 1789, who each embodied a different humor style, were convicted of a crime and sentenced to execution. The town had set up a four-person guillotine just for the occasion. Everyone gathered in the Town Square to watch. The executioner pulled the rope and the blades came falling down only to stop inches from their necks. The townspeople declared it was a sign they were all innocent, so they were set free.

The **Assertor** announced "I told you I was innocent!"

The **Demonstrator** called out "Let's celebrate at the pub!"

The **Narrator** went up to the executioner, hugged him and said "I just want you to know I don't take this personally."

The **Contemplator** said "I think I see the problem."



created by  
Carla Rieger  
The Change Artist



## About Carla Rieger



Carla is the Founder and Director of The Artistry of Change Productions Inc., and the author and creator of the D.A.N.C.E. Profiling System. With over 23 years as a professional speaker, and 15 years as a coach internationally, Carla is a top expert on leading change in innovative, artistic, and creative ways. This system has helped thousands of people find ways of communicating their offer to the world in ways that work with their personality style, while also being able to connect with differing styles in a way that leads to greater income, fulfillment, success in their business. Carla has been a keynote speaker at over 1500 events around the world speaking to groups of anywhere between 10 to 4000 people at a time. In addition, she has created over 80 on-line learning programs, hundreds of articles and her work has appeared in media around the world.

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