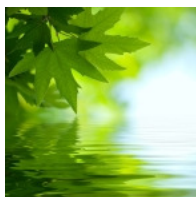


How Color Sells: Green Grows Your Wealth!

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And you thought color was frivolous, an afterthought, but it isn't at all. In fact top marketers spend a great deal of time determining the best hue for their product and its packaging. They know what the rest of us must learn, that the color of a product and its wrap can literally make or break sales. And when you are online, it is the colors you use in your sales pages that can truly trip the trigger for your buyer. You might feel a bit green hearing this, but you'll be in the pink again with just a bit of the inside scoop on color psychology, read on.



Along with blue, green is the most universally accepted color, but it does depend on the shade or tint. For example most veterans are not fans of camouflage green and that tends to run to sage and moss as well. If you are specifying apple green make sure you know where your apples are from. Certainly a Washington apple will be different than a Maine apple and that goes for color too.

Green is considered an undemanding color. It is one of the easiest colors to perceive. It represents perfect balance, as the center of rainbow. Green provides a sense of quietness, compassion, relaxation and comfort and is the easiest neutral.

Green is also a hue of rebirth, re-growth, and renewal. It is what most of us in seasonal



climates look forward to in the spring, the astounding re-greening with all the new leaves and plant growths after the grey of winter. It is a time for our spirits to reawaken and recharge.

It is also, of course, the color of money and for many alone that makes it a favorite! And often, it is money that can provide growth, and rejuvenation. Using green in marketing is known to emphasize brand value and the sense of everlasting quality. Holiday Inn has relaunched a new look and logo, dropping its orange affordability and going green.



Of course, it is also indelibly associated with the environment and eco-friendly business practices. Today the world is going green as they say and that means recycling is the word of the day and sustainable is here to stay.

Understanding the nuances of color will enrich your success and multiply your marketing efforts. Pay attention to people's reactions and communication when you wear different hues. You may be surprised by the results when you keep a log book of the effects and results of your interactions in a variety of hues. And remember if you don't look good in it, it doesn't matter what it means!



For more great tips on how to harness the power of color in marketing and sales check out the FREE ebook at www.succeedwithcolor.com. Do you want more profit, more time and more fun in your business? Get colorful up to the moment NEW marketing and social media insights at www.todaybydesign.com. Author Melissa Galt is a speaker, consultant and mentor devoted to your outrageous small business success.