

How Color Sells: Promote Trust by Being True Blue

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Color is used for marketing products from bottled water to TV dinners, books to toys, electronic gadgets to appliances and everything in between. What is essential is learning the subtle impact color can have and how you can use it to best advantage. It is all about the shade vs. the tint, the dark vs. the light and the cultural as well as historical significances. Get colorful and find success.



Blue means loyalty and trust, and it's what you want your friends to be! Blue is the most popular of all colors universally, largely because it is the sky above and sea beyond. It truly does promote trust, and some of us can recall when police wore blue and not black and we knew them as the men in blue. It is also considered a power color among men.

I've often considered that it was blue that always got me the job; I frequently wear it on new client



interviews. The effect is subliminal but nonetheless successful! Give it a try on your next or current job search. While it might be your great resume, the right blue suit could be your tipping point.

On the flip side, blue lowers one's blood pressure and is often used to connote "feeling blue," "in a blue funk" and emotions of a depressive or sad nature. At the same time it is a great appetite suppressant, after all usually if it is blue it is time to toss it! (My Mother always just scraped it off, and said it was a little extra penicillin.)



Blue is also about longevity as in "once in a blue moon." And it is frequently associated with celestial elements, the heavens, and of course religion and the Virgin Mary. Master the mystery of color and you can put the psychology to work for your marketing success and relationship building. Color not only connects, it sells.



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.