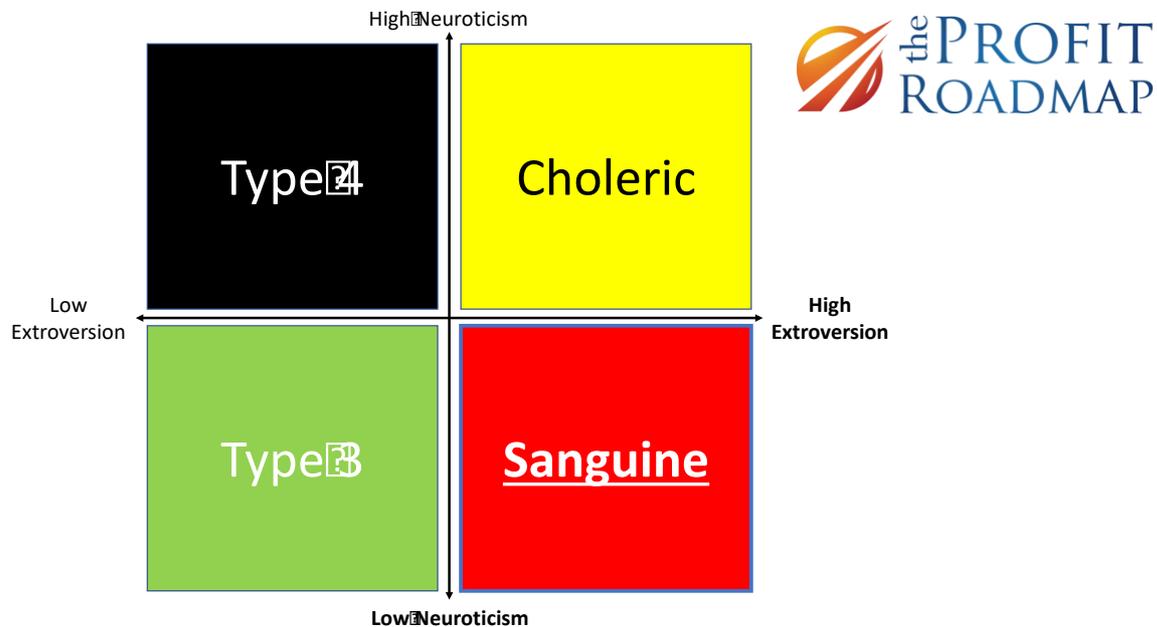


## These Big Spenders Want to Impress Their Friends

Sanguines are your ideal prospects and clients. They love life, and aren't afraid to spend some money celebrating it.



Our second group of personality types, the Sanguines, are a whole bunch of fun. Sanguines are highly extroverted, but score low on neuroticism. They're usually cheerful, untroubled by problems, and keenly look forward to the future.

Because they're so carefree, Sanguines are the genuine "people people". They want to impress others with their clothes, their cars, their homes, their expensive vacations – and they'll post it on Facebook and Instagram so all their friends can see it! In many ways, they're the ultimate YOLOs (You Only Live Once!).

They don't seek the approval of others, but they do seek to be admired. It's a big difference. And that's gold dust to you, the marketer.

One of the main pain points of Sanguines is that they're viewed as reckless and hyperactive. They need action, always. They crave to be taken seriously. So, take them seriously. And offer solutions to eliminate that pain.

Sanguines also like to have playmates... and lots of them. If you're running a dating site, you'll probably see quite a few Sanguines as repeat customers.

Persistence really matters with these types of clients. They may love your product, but just procrastinate so much, they'll forget to buy it. Longer email sequences are better than shorter ones for Sanguines.

Boredom is also a big no-no for Sanguines. Make sure your writing tells a great story, filled with adventure. Their vision is BIG VISION. Take them away with your writing. Stimulate them with sights, tastes, smells, touches, and sounds of exotic, far off lands. They don't need a list of facts like Choleric do.

The key with Sanguines is that their hands are already in their pockets. They want to spend. Your biggest job is to get out of their way and let them spend.

Do this by whisking them off to Dreamland, where all their problems (procrastination, lack of focus, and hyperactivity) are magically solved.

If you're eager to see how we help our clients woo Sanguines, visit [theprofitroadmap.com](https://theprofitroadmap.com).