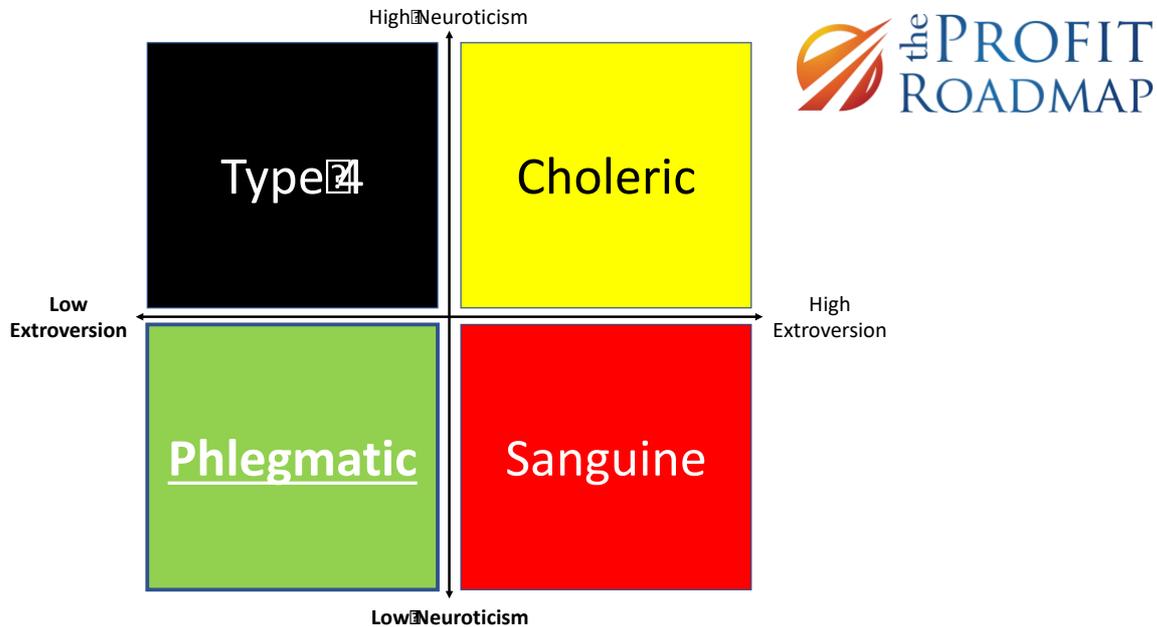


To Land These Clients, Just Be Nice. Really.

The more “phlegmatic” among us need quiet time, authenticity, and zero pressure.



This is the first of our two final groups: the introverted clients.

Firstly, we need to sort something out: “phlegmatic” doesn’t mean “people full of phlegm”. The phlegm of the ancient Greeks was associated with apathetic behavior. Getting past the term, let’s just call it what modern psychologists call it: stable introversion.

These are your low-key customers. Neither good news nor bad news has much effect on these people. They’re able to maintain a stoic indifference to events that would frighten Choleric or delight Sanguines. People incorrectly view them as “cold fish”. They just don’t have as much emotional experience of life as the rest of us.

These clients are thoughtful idealists. Which means whatever product you’re offering to them must fit their value system. “Purpose” really matters to them. Also, they tend to be perfectionists, which means their work is never completed, because it’s never good enough for them.

Here’s a quick list of how to get the “Phlegmatics” to like and to buy your solution:

- **Be authentic.** These types are great at reading people. Insincerity is simply not tolerated. Again, fake guru mind tricks are anathema to these types of people.
- **Don’t stress them out.** They simply can’t handle it. Send your emails and offers, to be sure, but these people need their “me time”. So, don’t expect them to make a move to buy quickly.
- **But don’t play hard to get, either.** Put an “Add to Cart” button every few paragraphs if you’re writing a long form letter. If not, put the buy button in a very

conspicuous spot. They won't look for it, even if they like your product. The buy button needs to be as plain as the nose on your face.

- **Don't play games.** No "black hat" tactics at all, ever. No fake guru mind tricks. No smarmy, sarcastic writing. Sincere, truthful, and to the point. Always.
- **Don't force them to make a decision.** They will move in their own good time. It's important to be persistent with these buyers, but the "if you don't buy this in the next 12 hours, you'll miss it" chestnut will just put them off. Guide them towards your solution, but give them all the time they need to buy.

Phlegmatics are generally curious and shy at the same time. So, let them explore. Provide all the information you can to them about your product. Then let them decide in their own time. If your solution ends their pain, they'll buy. But no pushiness or aggressive sales tactics will work. In fact, it'll only make them click away from your page.

Softly, softly is the way to go with stable, introverted buyers.

Check out theprofitroadmap.com for more posts on how to connect with your prospects and customers.