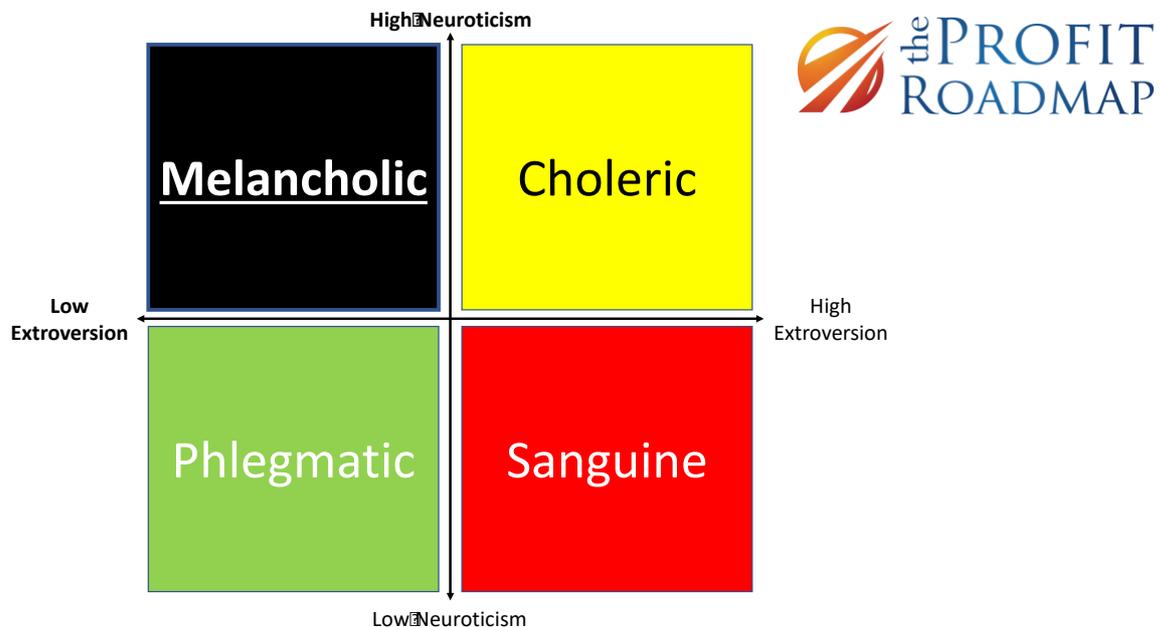


## Help These Responsible Realists Fulfill Their Duty and They're Your Customer for Life

The more Melancholic among us are reliable, dependable, and risk averse.



The Noble Samurai. The Chivalrous Knight. The Dutiful Servant.

These stereotypes apply to the Melancholics. They are your unstable introverts, and perhaps your most difficult prospect or client.

“Just going about my business.”

“Just doing my job.”

“I’m motivated by my duty.”

All those sentences are characteristic of this type of customer. That means no fluff from you, marketer. They just won’t put up with it. Think “soldier” when you think of Melancholics.

It’s all about **responsibility** for Melancholics. Their self-image is all about dependability, beneficence, and respectability. Melancholics are systematic, hardworking, and committed. They are loyal to the existing hierarchy in an organization, probably run by a Choleric.

They get the right things to the right place at the right time. They’re not into luxury or fanciness. They don’t show off, unlike the Sanguines.

Another important distinction of Melancholics is that they don't like to take chances. Not with their own money. Not with their employer's money. So, you need to convince them with data, facts, and numbers that your solution will solve their problem.

This means constantly giving Melancholics objective, concrete, and useful data. If you publish an e-zine or daily emails, pack them with pragmatic information. Anything that can be translated into immediate action will have your Melancholic prospect grateful to you.

Big ideas don't really work, either. Melancholics dislike change, so you need to solve their present problem, rather than give them a whole new world to deal with. (Remember, the Sanguines love big ideas.)

If you convince a Melancholic to buy, your product needs to be task-oriented. That means your materials must have clear instructions and have no errors. They must also come with clearly defined goals and deadlines. Above all, the knowledge must have immediate and practical usage.

So, you're going to have to develop a technical proficiency and precision you may not have. That's ok. It will only improve your game as a business builder. Because if you don't, these prospects will turn away from you.

Here's the golden ticket: Forget innovation. Forget originality. Don't stress yourself trying to think of something clever. Just follow the rules and get the job done for this particular client.

If you liked this series on the 4 big personality types, check out [theprofitroadmap.com](http://theprofitroadmap.com) for more information on how you can best connect with your prospects and clients.