

THE SEVEN KEYS TO COLORFUL COMMUNICATION



Communication is a competitive sport in today's noisy world. These 7 keys will help you win and keep your audience's attention. Put your idea at the heart of your communication and let these colors help you connect colorfully.

by David Martin

1 RED EMOTIONS

Created by using stories or key words which evoke pleasure, romance, love, anger, success stories, the five senses, family histories, passion, fears, healings, suffering, tears, and pain points for customers. Red emotions connect to our audience's past experience even when we speak about them in the present .



2 ORANGE ENERGY

Energy flows between you and your audience. Variations in vocal variety, body language, colors, movement, dance, music, typography, sentence length, video editing or camera angles heighten or diminish this energy. Control and shift the energy your audience receives to maintain interest as they absorb your message.



3 YELLOW JOY

Anything that is upbeat, shining, warm, sunny, humorous, adds laughs and smiles, and is reassuring will create the sensation of joy in your audience. Yellow joy is extroverted and flows towards your audience like a laugh or smile which you cannot suppress.



4 GREEN HOPE

A message of optimism and faith in the future that sets out the potential seeds of positive change, growth, goals, and learning will create hope for your audience. The key here is to use words like "you", "we", "will", "can" or "let's" to connect with an audience. It is a go-to color for teachers, coaches, managers and great leaders.



5 BLUE VISION

An audience wants to know what makes you unique, singular, original in today's world. Express your creativity, vision, or mission which stem from your background, personality, beliefs, opinions, accent, voice. You tell the world how you see things when you use blue vision.



6 INDIGO DEPTH

The hooks and anchors of your communication which give it depth of content and meaning. An audience sees depth through a clear structure, mastery of subject, knowledge, logic, data, rich vocabulary, rhetoric, quotations, infographics, and lists like this one.



7 PURPLE SOUL

Your audience receives messages through intuition and imagination when you use silences, art, music, images of open spaces and words like "magic", "dream", "imagine", "spirits", "angels". A "wow" factor will transport your audience to the collective unconscious where another level of communication operates. Empathy, vulnerability, being spontaneous, and listening deeply help you communicate in the now and on a timeless level to the soul of your audience.

