

PERSONALITY-BASED MARKETING

Turn Your Quirks Into Marketing Gold

Great business relationships aren't built on logos.

They're built on people.

Personality-Based Marketing™ is the intentional use of your authentic personality, experiences, interests, communication style, and perspective to help the right customers connect with you.



YOU DON'T NEED EVERYBODY.

There are more than

36 MILLION

small businesses in America.



You can only serve a tiny fraction.

Focus on attracting the **right people** who are naturally **in alignment** with you.

BUSINESS RELATIONSHIPS ARE STILL HUMAN RELATIONSHIPS

In B2B marketing, relationships can last for years—sometimes decades. Along the way there will be:



Projects



Meetings



Deadlines



Invoices



Mistakes



Successes



Stressful Calls



Lunches



Celebrations



Disagreements

★ *Technical competence gets you in the door. Personal connection keeps it open.*

WHY IT MATTERS



People do business with people they like, trust, and enjoy working with.



The more in alignment your personalities, the longer and stronger the relationship will last.



Trust, compatibility, and friendship create better results for everyone.

YOUR STORY. YOUR INSIGHTS. YOUR VALUE.

YOUR LIFE IS FULL OF MARKETING CONTENT



Experiences, lessons, hobbies, mistakes, stories, values, and perspectives—these are content gold.



Let your real personality come through. People should recognize you when you meet.

SMALLER AUDIENCE, BIGGER RESULTS

It's not about reaching millions. It's about being known, trusted, and recommended by the right people.



LET PEOPLE DECIDE THEY LIKE YOU

Relationships can begin long before the first call. When they need you, you're not a stranger—you're someone they already know.



YOUR PERSONALITY IS A FILTER

It attracts the **right people** and helps the **wrong people** self-qualify out. That saves everyone time and frustration.

HOW TO PUT IT INTO ACTION



KNOW YOUR PEOPLE
Get clear on who your ideal customers are and what matters to them.



SHARE YOUR STORY
Tell stories from your life and business that teach, inspire, or entertain.



BE HELPFUL FIRST
Provide value in every piece of content. That's what builds trust.



SHOW, DON'T JUST TELL
Let your personality, perspective, and values come through in your content.



LET THE WRONG PEOPLE GO
It's okay if not everyone likes you. That's the filter working.



BUILD REAL RELATIONSHIPS
Focus on long-term relationships, not just one-time transactions.

★ *Be Recognizable. Be Real. Be You.*

The best business relationships are built between people who like working together.



Want more practical ideas for building a stronger business?

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www.AlwaysSeekKnowledge.org

