

How Color Sells: Make It Taste Good for More Profits!

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Did you know that you may not have purchased that new blender, that latest book, that stylish pillow, or even that tub of ice cream if it weren't for the color of the packaging and contents? It's true we are far more influenced that we even like to admit by color. From the time we are small to growing tall we are bombarded by color references and learn what each means in the context of business, history, culture and more. Mastering color nuances can make a big difference in marketing effectively. That being said, let's take a look at a color many people ignore but it surrounds us.



Brown, it's dependable, reliable, and solid. Do you realize we don't ship, we UPS, good old Brown! These guys knew what they were doing when they chose brown for their logo. Having a company perceived by performance and branding as trustworthy and steadfast is priceless.

Several years ago, in fact, UPS was profiled in the marketplace section of the *Wall Street Journal* in a feature that suggested many of the drivers were having affairs with customers on their routes, brown is SEXY too! Now granted this may not have boosted their reliability but it certainly made them memorable.



Brown is also the color of the world's favorite sweet, chocolate. And you must know that it is far easier to sell chocolate, mocha, Godiva, and caramel than brown. By using your customer's sense of taste you will generate desire and emotion, not to mention start them salivating. Whether you are selling actual chocolate or something with that color, the point is to make it mouthwatering.



Brown is also the color of the 60's; it is an earth friendly color. Gaining traction with today's eco-friendly designs, brown is a grounding force for many of nature's brights. It is also a great neutral, much warmer than black or white and looks terrific paired with the jewel tones of sapphire, topaz, amethyst, ruby, and emerald. It can go walnut with a black undertone for a cooler feel or more caramel with gold highlights for more warmth.

Used right brown can be sexy and reliable and that's a unique combination no other color can boast! Color psychology is not the secret it seems, it just takes a bit of research and thought to realize the meaning behind what we see every day. Once you realize the messaging you too can embrace marketing successfully with color.

For more great tips on how to harness the power of color in marketing and sales check out the FREE ebook at www.succeedwithcolor.com. Do you want more profit, more time and more fun in your business? Get colorful up to the moment NEW marketing and social media insights at www.todaybydesign.com. Author Melissa Galt is a speaker, consultant and mentor devoted to your outrageous small business