



PERSONAL COMMUNICATION STYLE GUIDEBOOK





PERSONAL COMMUNICATION STYLES

In the 1970's our brains were exposed to around 500 branded messages a day. Today it's closer to 5,000! No wonder we seem to be so overwhelmed and distracted. No wonder it's difficult to truly connect and engage with our ideal audience.

Do you know who your prospective customers really are and how they would like to be communicated with? Have you found their sweet spot?

Traditionally defining your target audience included demographic and psychographics information only. We are adding a third aspect that will not only define who you want to target, but exactly how to market to them so that they are naturally attracted and magnetised to your brand!

Discovering and appealing to your ideal customers personal communications style is something the sales industry has known about for years. A good brand understands how the prospect likes to be communicated with, what information they want and how they like it to be presented.

That way, all of the questions are answered in a way your customer is agreeable to. It makes connection with them fast, fun and easy!

For example, if you promote your services or products by focusing on all the facts and figures, stats and market trends you will naturally attract an owl - accurate, suspicious and requiring plenty of info to make decisions. If your brand is all about taking risk, being an action taker and throwing caution to the wind, those eagles out there will respond well to your branding. But try talking about facts and data and eagles get bored and switch off before looking elsewhere or worse, not even noticing your brand at all. And if you push owls to make fast decisions, you'll put pressure on them and lose them too.

If your brand message is all about excitement, fun and enjoyment of the experience the brand delivers to someone who has a cautious Dove communication style they will become very risk averse and back away, although this would be perfect communication style if you were selling to a sociable, outgoing Peacock.

Good brands have learned and honed the skill of identifying the PCS (Personal Communication Style) of their prospects fast so they can slip into a style that naturally fits well with them, making it easy for them to like the brand and be predisposed towards the offering.

As a leader in business you can also learn to use this skill, applying it to your marketing, using imagery, content and social media that naturally attracts the right customers and communicates the right way, helping your brand stand out from the many competitors. You'll get noticed and your messaging will engage more quickly and conversion will increase. When you apply PCS to your marketing you hit the sweet spot every time you will save time and money on messaging that resonates immediately.

Even better, is understanding the PCS style of your team, so you can connect and communicate far better with them as well. A well connected workplace or team creates amazing results!

Do it well and the people you attract will rave about how great your brand is, causing a ripple effect where you start to attract perfect customers and team members, with the best reviews.

After all, according to Peter Drucker, Author and Business Educator, "the aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."



PERSONAL COMMUNICATION STYLES

Personal Communication Styles are basically how we are all individually wired to respond and operate to any given situation and the environment in which we live. There are 4 definite styles. We've used bird names to help you remember them:

Eagle - The Doer
Peacock - The Talker
Owl - The Thinker
Dove - The Carer

Everyone uses all 4 styles at different times, and you can have aspects of all styles within the way you operate, but one will stand out and be the most dominant or natural way you like to communicate. This style is especially important when you are making purchase decisions.

Although you may use all 4 styles when buying, you will eventually make your mind up, using the most dominate style.

For example, you may look at a new car and check it's data - milage, engine size, insurance rating, then look at the safety features - checking it has everything needed, then consider the colour, style, shape, how it will look and feel to drive it - will you feel great when your friends and family see it?

But if your dominant PCS is Eagle, you will probably make the final decision based on how much you want it, can I afford it, does it tick enough boxes, great! I'll take it!!!

The order would change if your dominant style is an Owl, then the data that would push your buy button, or a safety element or feature if you are a Dove, or how it feels or looks or the recommendation of others if you are a Peacock.

When you market and promote yourself or your business as the leading brand you will have to appeal to all 4 styles, allowing your potential customers to go through the purchase process. However, if you know the dominant style that your brand naturally attracts, you can ensure that when people find your brand they instantly feel like already they know, like and trust you.

You know yourself what it feels like when you really feel an affiliation with a brand. You are predisposed to buy from them. You feel like the brand knows you. This is how PCS works.

As the brand owner, once you know your dominant personal communication style and have learned the others (perhaps identifying the PCS of your team), you can identity your ideal prospects PCS - those you will love your brand and become a raving fan.

Overlay this on the target audience demographics and psychographics and you have the 'Sweet Spot'.

Then you can apply this knowledge to your promotions, marketing materials and media messages to attract perfect customers to your brand.

So lets do a test to find out your dominant style...



PERSONAL COMMUNICATION STYLE TEST

INSTRUCTIONS: Print out this page. Fold the bottom of the page up to cover everything except the first line of words. Take a few seconds to read the words, rank them from 4 (most describes you) to 1 (least describes you). Answer quickly and don't over analyse. Lower the page to the next line and rank again...continue until finished. Then add up the scores.

	RANK		RANK		RANK		RANK
Directing		Influencing		Steady		Cautious	
Self-Certain		Optimistic		Deliberate		Restrained	
Adventurous		Enthusiastic		Predictable		Reliable	
Decisive		Open		Patient		Stabalising	
Daring		Impulsive		Analytical		Precise	
Restless		Emotional		Protective		Doubting	
Competitive		Persuading		Accommodating		Consistent	
Assertive		Talkative		Modest		Tactful	
Experimenting		Charming		Technical		Curious	
Forcefull		Sensitive		Perfectionist		Sensible	
Innovative		Encouraging		Logical		Concerned	
Leader		Socialiser		Intellectual		Supporter	
Driven		Excited		Questioning		Contained	
TOTAL EAGLE		TOTAL PEACOCK		TOTAL OWL		TOTAL DOVE	

RESULTS: Add up each column. The highest score is your dominant communications style.

The second highest is your secondary style. If your results are the same, consider how you react under stress, what you say and how you want to be communicated with. That will identify your most dominant style.

STYLE	TENDS TO ASK	LIKES	INSPIRED BY
EAGLE	What do I have to do?	Results, Outcomes	Financial Gain, Success
PEACOCK	Who's involved?	Connection, Fun	Prizes, Recognition
OWL	What are the specifics?	Details, Information	Proven Facts, Being Right
DOVE	Why are we doing this?	Security, Systems	Support, Guarantees



EAGLE

Eagles are efficient, independent, candid, decisive, pragmatic, outgoing and keen to get things done. They resist authority, like to take the lead, take action and think later and can appear to be impatient and a risk taker.

EAGLES like:

Eagles like to be in control. They like quick action and they like to see results. They like to get to the point with few formalities. They don't care for details, love finding shortcuts and are definitely not averse to risk. They like autonomy, freedom, straight-talking and they get bored easily. They are self-starters, innovators and can be very persuasive. Eagles tend to be high-achievers and leaders and drive necessary results; they also tend to be impatient and can appear to be insensitive.

They like public recognition, especially for putting what they most value into action and for creating results that make a difference in their world. They speak and act quickly. When selling to them make sure you don't mess about with fluff and nonsense, get to the point and sell them the benefits, talk about the outcomes and results. They will be quick to leave a short review and it will be difficult to get them to go back and change anything.

EAGLES do not like:

Don't waste their time on pleasantries, or beating around the bush - get straight to the point.

Fluffy language or irrelevant information

Systems, processes or lengthy content

Anything that takes too long, wastes their time or fails to deliver

They will complain when something underperforms, change their minds quickly and do seemingly irrational things that will make it hard for you to keep up.

Tends to: Be domineering and risky

Needs: Results, recognition, challenges

Fears: Challenges to their authority, being reliant on others, systems & processes

When communicating your brand and selling to an EAGLE:

- Be clear, specific and to the point
- Answer the "what" questions
- Give them options but not too many details
- Outline the results and paint a picture of the outcome - the WIIFIM (What's In It for Me?)

Language/Headlines: Motivated, Inspirational, goal oriented, results based

Images: Transformational, achievements, success

Call to action: Do it today! get it Done!



PEACOCK

Peacocks are expressive, spontaneous, outgoing, enthusiastic, impulsive, influential. They prefer a global approach, steer away from details, keen to promote change and be sociable.

Peacocks are very sociable.

PEACOCKS like:

They like to “think out loud”, tend to interrupt others, especially when they are excited about the topic, although they view this as conversation, not a disruption. They enjoy being around people, desire approval and tend to be friendly and creative.

They desire social interaction, acknowledgment and having fun. They often see the bright side and can be very amusing and dramatic. They can build rapport quickly but also find themselves caught up in a lot of drama since they are quick to want to help fix things.

Teasing is one of their favourite pastimes and they are great at motivating others. They can be inspirational, understanding and encouraging. They can also be wishy-washy in their decision-making and seem impractical. They will give great reviews, probably a video with lots of laughs, it will just take a bit to get them focused first!

PEACOCKS do not like:

Having to make decisions on their own

Too many details or specifics - don't bore them with facts and figures; tell them a story instead and get them involved.

Boring, long-term, repetitive activities

Tends to: Talk too much

Needs: Acknowledgement of change, new ideas, people, teams or social interaction

Fears: Disapproval, stagnation, detailed work or repetitive behaviour

They will blame you even though it was their fault they rushed, didn't order the right product or failed to provide enough information when they ordered something.

They can easily be won over if you make friends with them.

When communicating your brand and selling to a PEACOCK:

- Develop a relationship, use testimonials and reviews
- Be enthusiastic, inviting and conversational
- Be prepared for “who” questions
- Tell stories or share experiences

Language/Headlines: Friendly, sociable, easy-going, fun, story based

Images: Trans-generational, groups of people, experiences, fun!

Call to action: Let's do it together, Join Us!



OWL

Owls are systematic, focused, precise, logical, attentive, conscientious, prefers to stick to established guidelines and practices, likes to plan for change. Owls are analytical and like to research.

They love to gather information.

OWLS like:

They enjoy reading and presenting their findings in detail, taking time to prepare. They take their time to evaluate options and make comparisons, but once they have made their decision they stand by it, using data to justify their purchase.

They live by a sense of order, methodologies and personal responsibility. They love to win, and will compete with themselves if no one is available. They are proud of their purchase decision and like acknowledgment but won't ask for it. Don't expect them to make a fast decision. They tend to excel when they can think through all angles, check out the competition and make contingencies. Their review or recommendation will be precise, long and include all the points. Don't expect to get it very fast, but the wait will be worth it because Owls are trusted and their recommendations are valuable.

OWLS do not like:

Giddy, casual, informal, emotional or unnecessary communication

Pushing hard sell or unrealistic offers that are outrageous or unbelievable

Disorganised or messy communication

They don't talk about personal issues - they will make the sale all about clear expectations, specific goals, deadlines and structure. If you overpromise and under-deliver you are lost.

Tends to: Be a perfectionist

Needs: High standards, appreciation, quality work

Fears: Criticism, imperfection, not having things adequately explained

When communicating your brand and selling to an OWL:

- Provide information and comparisons, data and facts
- Suggest taking time to evaluate, not rushing and asking for more info if they need it
- Be accurate and realistic, don't get personal or move into storytelling mode
- Be prepared for "where" questions

Language/Headlines: Specific, technical, data, statistics based

Images: Technical, diagrams, tables, comparisons, charts

Call to action: Think it over, Take Your time!



DOVE

Doves are stable, accommodating, consistent, caring, loyal, patient and like to maintain the status quo. They are the peacekeeper, preferring steady rather than sudden change and avoids stress. Doves really care about everything and everyone.

DOVES like:

They are consistent and reliable and like to know what they are doing. It takes time for them to trust a brand but once they do, you will have them as a loyal customer for life. They do not readily give opinions, instead waiting to see what everyone else does first, so don't push them too much for a review - instead send them a personal message to check everything is OK, get a private review and ask permission to share it first. Doves do not like to be pushed, but once they know like and trust your brand they will recommend it and others will trust what they say.

Because they are diligent and dependable, they often know the most about how things get done. They like to be asked what they know and they appreciate personal recognition (done privately, not in front of others). They may appear stubborn, but they can be very flexible and adaptable if they understand why and how a product or service will benefit themselves and others.

DOVES do not like:

Being pushed into a decision

Change or challenging situations

Standing out from the crowd

Don't sell them on rapid results or personal fulfilment. They seek to reduce stress and promote harmony for everyone and are more interested in the common good. Great brands and products enhance or embrace their lives and those around them.

Tends to: Conform to others opinions, follow and not stand out or lead

Needs: Security, acceptance, teamwork

Fears: Isolation, standing out as better or worse, unplanned changes.

They will not make a fuss or scream and shout if you get it wrong or fail to deliver, like a silent assassin they will gut you in the review and never buy from you again, quietly spreading bad juju about your brand.

When communicating your brand and selling to a DOVE:

- Use calm, relaxed and agreeable images and content
- Present an openminded, easy and accommodating approach
- Be prepared for "why" questions.
- Highlight support and services, how to get in touch and encourage interaction

Language/Headlines: Gentle, cautious, caring, values, supportive

Images: Simplistic, uncluttered, calm, embracing, collaborative

Call to action: Let us show you how, we are here every step of the way



LET'S DO A TEST!

Which Personal Communication Style do you think these adverts are targeted at - which PCS bird does each one attract the most?

A

YOU CAN'T PUT A PRICE ON PEACE OF MIND. (OKAY, IT'S \$30,045')

THE NEW VOLVO V70 Volvo has always put a premium on safety. But we don't think you should pay a premium for it. So we make all our vehicles with you and your loved ones in mind. That means comfort, performance, reliability, price and, of course, safety. The V70, our newest addition, has all of these qualities in a package everyone will enjoy. Think of it as the ultimate family value. volvocars.com

*Manufacturer's suggested retail price. Tax, title, license, dealer fees and optional equipment extra. Actual dealer price may vary.

VOLVO
for life

B

THE ULTIMATE QUICK FIX.

The Nike Trainer One is not a magical toning shoe. It's a training shoe. Its DiamondFLX technology activates your muscles to work how they're supposed to, giving you faster results from all those squats, lunges and classes that you do. So you get fit faster.

THIS SHOE WORKS IF YOU DO.

NIKE
nikesoles.com

C

Situation	Strategy	Results
Despite swarms of visitors to Dell.com, too many were leaving without making a purchase.	We developed an industry-leading behavioral targeting model that captured prospect visit history and then retargeted online shoppers with customized ads on their next visit to an outside website running Dell advertising.	3x sales conversion rate
		7x more revenue per impression
		70% higher click-through rate
		83% of online advertising revenues

CONSUMER INTEREST CUSTOMIZED RESPONSE

YAHOO! msn invite media b3 AOL

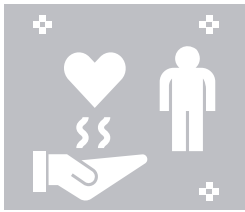
DELL

D

Share a Coke with a friend

Get in touch with a good friend, an old friend, or maybe even a new friend
shareacoke.com.au

Coca-Cola
open happiness



HOW TO USE PCS

Now you understand more about Personal Communication Styles, it's time to learn how to apply this to your branding and marketing.

Now you can look at your brand from the shoes of your ideal buyer, knowing not just their demographics (Lifestage) and Psychographics (Lifestyle) about also how they like to be communicated with and sold to.

Your brand may appeal to all 4 styles, Eagles, Owls, Peacocks and Doves, but you can now consider which styles are most naturally going to be attracted to your brand and why.

You can consider the tone of your brand, its voice, personality and how it conducts itself, so that it naturally attracts ideal buyers, who will become raving fans.

You know what they want, what to include in your brand identity, imagery, website, marketing, content creation and social media.

You will be able to choose photographs and write content for your collateral, brochures, direct marketing and the confirmation email or follow-up messages you send your prospects and clients that fit a certain style that you know they will like.

You can also consider your products and how they are packaged and how your services are delivered to know which benefits, features or stories you want to tell about them most and the language you use.

You also know how your buyer makes their decision and what will turn them on or off, making it easier to understand the customer journey and purchasing behaviours.

Heres a fun action step you may wish to do now: Make a mood board:

Go buy magazines in the category of your products (camping, home-wear, golf etc..) and start clipping out images and ads that fit with your brand and how you want to make people feel, the communication style you want to adopt (or use Google images and do it digitally using Powerpoint, [Canva](#) or [Pinterest](#)).

Search for words or quotes people have made that resonate with your ideal customer, looking for words or phrases they will most likely engage with and respond to. For example an Eagle might connect with words like "quick, now, fast, action, accomplish, achieve". A Peacock perhaps 'friends, experience, team or fun' Dove might prefer "safe, together, helpful, trust", an Owl "facts and figures, data, information, test"

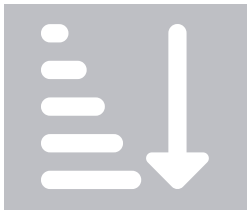
Consider symbols or icons that communicate instantly with your ideal client - rounded and friendly, sharp and fast, data-points or safety instructions?

Put these images, symbols and words on a board (A4 or A3) and have it handy when you create your marketing, so you are in the right mindset to communicate the feelings and emotions you want your ideal customer to have when they interact with your brand.

Every time you develop any marketing or create content look at the mood board and consider how you want your customer to feel and react. Put yourself in their shoes and in their heart and mind and really get in sync with what they want.

Eventually you will instinctively know what will work and what will repel your ideal customer so you save time and money on marketing that engages and connects.

The answer to the test is: A - Dove, B - Eagle, C - Owl, D Peacock



CHECKLIST

Heres a handy checklist to ensure you take the steps to learn and implement what you know...

-
- ☐ Completed PCS test to discover my dominate communication style
 - ☐ Completed the in-depth test to discover the % of each style used
 - ☐ Read through all four style types, Identify the PCS in your team/partner
 - ☐ Applied what I know to my brand and who my ideal customer is
 - ☐ Clear on what content will naturally attract my ideal customer
 - ☐ Understand what will put them off or attract them
 - ☐ Know which PCS is most naturally attracted to my brand
 - ☐ Know all PCS types and what they like and dislike about my brand
 - ☐ Am using ideal images that most resonate with my ideal buyer
 - ☐ Use the words they most like on my website and collateral
 - ☐ Use call to action statements that communicate with the ideal PCS
 - ☐ Made a mood board - physical or digital using the right images/words
 - ☐ Scanned or made a PDF of the mood board so it can be shared
 - ☐ Considered the PCS when creating collateral or posting social media
 - ☐ Referred to mood board when developing headlines, adverts or marketing
 - ☐ Reviewed content and social media to check it fits with the PCS of the ideal customer
 - ☐ When adding new products or services, considered the ideal customer and if the features, benefits and outcomes will fit with what they like, want and enables them to easily connect and engage.
 - ☐ Have used my knowledge of PCS to assist the conversion of a prospect or completed a sale by asking the right questions and providing the best information I know they really wanted



CONGRATULATIONS ON UNDERSTANDING YOUR IDEAL BUYER EVEN BETTER!

You can access more resources, blogs and contact
Lauren to speak at your next event or conference here:



www.yourbrandtruenorth.com