

3. Power of Colors

In this specific video, we're going to be talking about the power of colors. How to use colors to sell your products and your services. Did you know that colors can create many different environments, and make people feel a sense of peace, calm, urgency, and more. If you think about it, the way you react to colors, you've might've gone to an environment and thought "wow, I feel really at peace." And then you've gone to a website or video and they're using, let's say for example, orange or red, and you feel this sense of urgency. Well, that's a powerful method by using colors to tap into the subconscious mind. So I want to show you how to use colors properly.

And the colors that you use, will brand what you are trying to express inside your logo, on your website, on your videos, and the media that you use. So you want to make sure that you use the right colors for your graphics and your website, and so forth. So what do the colors mean? Let me show you how you can figure this out, so you can find the right colors for you and your business.

Okay so what I want you to do is hop on over to [google.com](https://www.google.com), and at this point, search "logo color meanings" and click on Images. And click on this first one here. And if you click on Full Size, then you're going to be able to see the image itself. Now as you can see here, it says "blue" we've got Color Column, Qualities that you want to promote, Professions Best Suited To. So it even tells you, okay, blue is good for corporate; high tech; medical; government; and legal. And you'll notice that with a lot of government sites, you'll notice that there's' dark blue as the color.

A lot of times you'll see dark blue and white, or dark blue and orange, depending on the specific profession or business. And as you can see here, blue also expresses professional; trustworthy; calming; clean; and decisive. And what I like about this specific map, is it gives you company examples. Like Bank of America and so forth. Black is strength; power; professionalism; accuracy; corporate environment; financial; and so forth, and so forth. And red tends to be like, exciting; urgent; and so forth, and so forth.

So for example we have Arby's, and for those of you who don't know what Arby's is, it's basically a, kind of a fast food place that sells roast beef

sandwiches. So if I go to google and I type in "Arby's" and I click on Images, you can see here that they, they're logo is just purely red, and it gives you that sense of urgency, or hungry, or something. So I like to use this map just because it's just easier.

That way you don't have to do a lot of thinking, and you can figure out what niche you're in, what business sector you're in. then you want to figure out, "okay, what do I want to portray as my product or service, really exciting, is it useful, is it traditional, is it idea, creativity driven," and so forth, and so forth. So I would look at this specific map as you can see here, and you can also go to other sites as well. And just make sure that the source that you're reading from is actually a legitimate source, and that the color meanings that they're describing actually have to do with what we're talking about.

So you can see black, white, red, and so forth, and so forth, and so forth. So if you know your demographics and who you're dealing with, or who your buyers look like, then it's a lot easier to know and have an idea of what kind of colors you should go for. And that's it! So make sure that you take this information that I just taught you, and figure out the colors that you want to use and take some action.

Thank you,

Rick Marrufo
rick@easyWPVideos.com