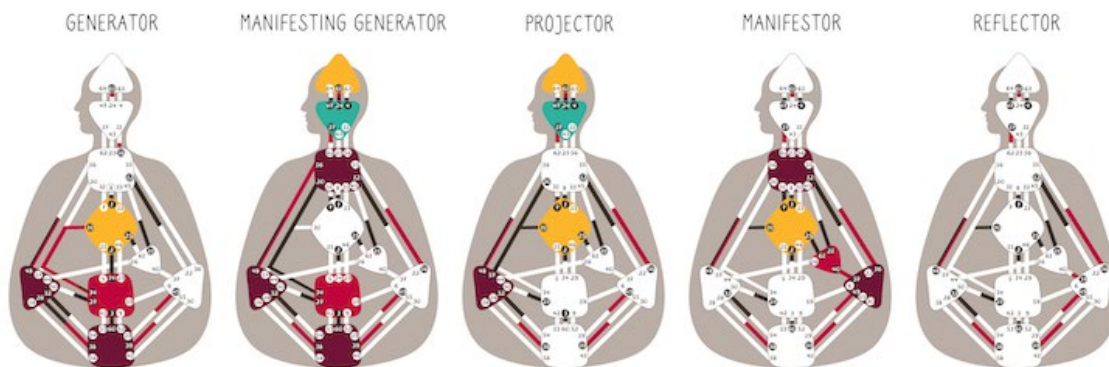


# Client Attraction Personality Types

## How To Improve Your Sales Results Using Human Design

### THE FIVE HUMAN DESIGN TYPES



Sales are the lifeblood of every business, yet most businesses struggle to attract clients and bring in more sales. If we look at how we handle sales through the lens of Human Design, we will discover some elements of our sales processes don't serve us well. The great news is we can improve sales results by increasing our awareness of the Human Design Energy Types, each type's natural client attraction personality type, and how each type handles the buying and selling process.

### Human Design Client Attraction Personality Types and Their Strategies

There are 5 Client Attraction Personality types:

- **Active Enlister or Manifestor**
- **Passionate Example or Generator**
- **Anticipation Creator or Manifesting Generator**
- **Knowledgeable Guide or Projector**
- **Mirroring Mentor or Reflector.**

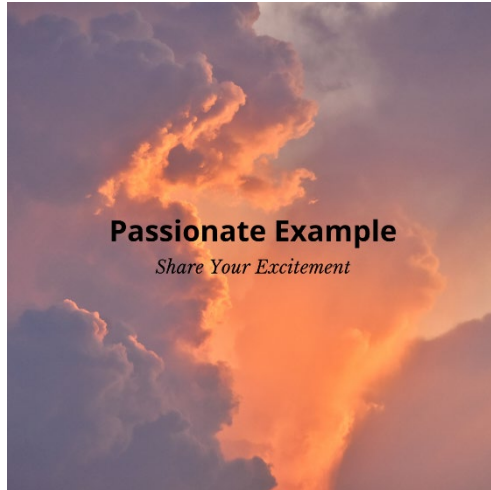
Let's look at each type in terms of naturally attracting clients and how they are wired to act as a seller and a buyer.

1. **Active Enlister or Manifestor** in an initiator. Manifestors are here to get the ball rolling by inspiring others into action, to lead change and get things started. They are the only type with initiating energy. The sales models we use in business align well with a **Manifestor Seller**. Unfortunately, only 9% of the population has this energy type. **Manifestor sellers** can improve their sales by informing their clients what they are doing or offering and then telling the clients what the next step is to enroll. A **Manifestor buyer** is a quick evaluator of opportunity and will respond quickly based on what their intuition or their gut is telling them.



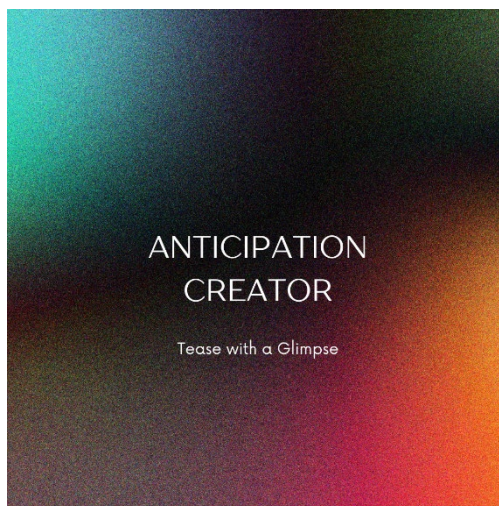
To attract clients, an Active Enlister simply needs to tell others about their ideas and what they are doing. They are naturally inspirational and motivational. Talk about how they solve problems and why it is needed in a direct way. Active Enlisters are trailblazers and people will be interested in their new ideas when they are shared.

2. A **Passionate Example or GENERATOR** has magnetic energy. Generators (37% of the population) are here to respond. They draw the ideas from sources other than their internal thoughts and build them into reality. When they have an internal idea and try to market and sell it, often their efforts go unnoticed. They are here to respond to the outside world, to something they are passionate about. They need a sign. Generators find established sales and marketing models frustrating and often lacking results for them because they are based on initiating. A **Generator Seller** does best by teaching from their experiences and the knowledge they have mastered through talks, videos, etc. Generators respond to Yes/No questions so all sales speak should start with a question. It gives **Generator Buyers** something to respond to. Next give them a sign that this is the right thing for them by helping them to see themselves in scenarios.



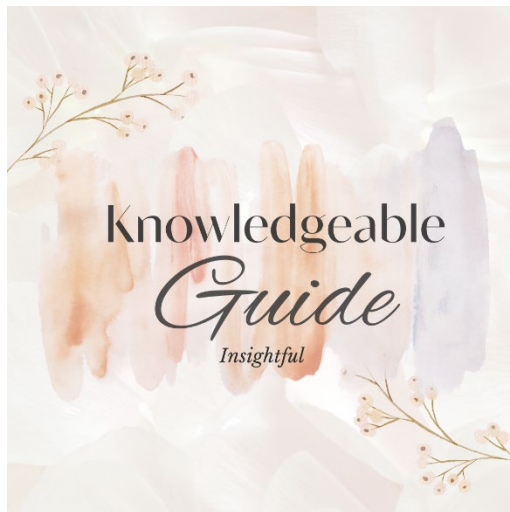
To attract clients, Passionate Examples need to share their passion and excitement with examples and stories of real experiences. Get audiences to engage with you by asking yes/no questions and showing your mastery of a topic. You naturally know the next steps and can help people understand what's next.

3. The **Anticipation Creator or MANIFESTING GENERATOR** is a Generator with fast acting energy. Speed is what differentiates them from the other types. Like the Generators, they are here to work and become masters of their work. They do not find success initiating. They, too, are built to respond. They find established sales and marketing models frustrating. They represent 30% of the 70% of Generators. Manifesting Generators can skip steps due to their speed. A long sales letter is probably lost on a Manifesting Generator. They are just moving too fast.



To naturally attract clients, inform them about your ideas and share your passion about what you are doing. Tease your audience with glimpses of what you are working on to keep it fresh and engaging. Ask questions to give others something to respond to and to get back information you can respond to.

4. The **Knowledgeable Guide or PROJECTOR** has penetrating energy. Projectors are here to guide and direct others. They intuitively see the potential and blocks in people and understand how to correct them. 20% of the population are Projectors. **Projector Sellers** find traditional sales exceedingly difficult. Like Generators, they cannot initiate. Projector Sellers do best in sales by building relationships. More intimate contact, such as one on one calls or meetings will work best for **Projector Sellers**. **Projector Buyers** need to be invited into what you are doing. Use the word Invitation in your sales speak. Projector Buyers are intuitive and can see through inauthenticity. You will turn them off if you don't take the time to build a trusted relationship.



To naturally attract clients, build relationships before offering your wisdom. Share success stories that illustrate a point. People are interested in your process or how you guide. Attraction is not about persuading, it is about inviting people in and getting them to invite you in to share your wisdom. Position yourself as an expert.

5. The **Mirroring Mentor or REFLECTOR** has mirror energy. Reflectors are wise observers and reflect back to humanity how we are doing. They are passionate, sensitive, and unique, making up less than 1% of the population. Reflectors must be in the right place geographically and with the right people to find their personal formula for success. **Reflector Sellers and Buyers** are all about relationships and do better in groups. They require clarity so make sure to build the relationships and give them enough detail so they can find the clarity they need to make a decision.



To naturally attract clients, share your perspective of the present and show solutions for where clients want to go. Build relationships. Share testimonials and create community.