



# Perry Marshall's Marketing DNA Test

## Marketing DNA Index for Cody

**Congratulations! Your strengths are:**

[Inventor / Schemer] [Power Pictures] [Cinematographer] [Edison / Einstein]

**Your Marketing DNA Index is:**

**7 \* 3 \* 7 \* 4**



Producer

Alchemist



Recorded

Live



Words

Images



Analytics

Empathy

**LIKES**  
**Alchemist**  
Recorded  
Images

**DISLIKES**  
**Words**  
Empathy

## The communication strengths you most naturally lead with are:

### **Inventor / Schemer**

You like to create enduring things from scratch. You want to go where no man has gone before, and like Star Trek, leave a legacy of reruns that get watched for many years. The question you ask yourself is, "How can I create something that leaves a lasting impression?" You need other people to research for you and to carry out production details that your ideas demand.

### **Power Pictures**

You create and you communicate it visually. You derive great satisfaction from original, artistic elements that leave a strong first impression on the mind's eye. You admire trailblazing architects, photographers and cinematographers. You love it when art elegantly conveys a powerful message.

### **Cinematographer**

You're a visual artist, a "video editor" either literally or figuratively. You tell enduring stories using imagery as a medium. You have a keen awareness of the effect of still and moving pictures on emotions and memory. You speak to people in a language that they can't express or articulate back to you, but which nonetheless moves them deeply. Your contribution can turn an ordinary story or presentation into something captivating and long-lasting.

### **Edison / Einstein**

Rare is the person who can inquire into the deep structure of things \*and\* invent at the same time. You are a creative analyst: Elements of Thomas Edison and Albert Einstein. When you look at data you don't just see past history, you see future possibilities. In order to invent you need to know the facts first. Your insistence on data may irritate some people but it ensures that when you step forward, you put your foot on solid ground, then build bridges that didn't exist before. You want people with strong persuasion skills to help sell your brilliant inventions to the world. You may also find it frustrating that most people don't seem to care about facts, but go wherever the wind blows. Your inventor side is the key to solving this frustration.

Please note that these descriptions are based on more information than what your score of "7374" alone would be able to tell you. **Pay close attention to the font sizes of the Likes and Dislikes in the cloud tag below the colored bars. Large fonts = strong preferences.** Your DNA score and Like/Dislike cloud together are literally one in a million.

## These are areas you should try to avoid, and instead perform with the help of properly gifted team members:

### **Turn of Phrase Artist**

You're not William Shakespeare and there's little to be gained by trying. You'd rather be judged by what you do than what you say. You can measure up and you'd prefer if at all possible that people simply evaluate you according to the results you achieve.

### **Impromptu Orator / Wordsmith**

You don't like to make unrehearsed presentations. You want to have time to think and plan. Writing and speaking are not strong areas for you when you have to do it fast or under pressure.

### **Mover of the Masses, Strong Persuader**

You need time to synchronize with other peoples' feelings; you're not one to immediately engage on an emotional level and you're not the life of the party. On-the-spot, in-the-heat sales situations do not play to your strengths. You are much more comfortable when you have time to plan, assemble data, make your case, and work in logical situations.

### **Record Producer**

If a project requires extreme detail in scripting and phrasing, it drives you crazy. You'd much rather leave that to the writers and the managers.

## You Should Actively Pursue:

"evergreen" (long lasting) sales and marketing campaigns; companies with strong culture and enduring beliefs; situations that demand originality and creativity

cutting edge audio/visual/video opportunities; art creation, graphic design, layout, products with a strong artistic element

tv, video, photography, visual and artistic products

complex products, systems and processes that require finesse and creativity to sell; sales situations that require communication of subtlety and nuance

## You Should Actively Avoid:

writing, copywriting, talking your way through emotionally charged situations; sales environments that deprive you of strong facts and data

live performance where the message has to be spot-on, nitpicky critics, creative writing on short notice

unstructured situations, politics, improvisation, live unstructured sales situations

screenwriting, copywriting that requires definite formulas, anal wordsmithing

## Additional Notes

### Strength Index

Chameleon: The difference between your strengths and weaknesses is smaller than it is for most people. This means you likely play a mediating role between team members and you have the ability to wear multiple hats more easily than others

# How To Read Your Marketing DNA Score

There is no "right" or "wrong" answer to any question, and there is no "good" or "bad" score. There is only your preferred way to communicate and persuade.

Eight core skills come into play when you have to persuade, sell, market, or publicize:

Producer-----Alchemist  
Recorded-----Live  
Words-----Images  
Analytics-----Empathy

No matter who you are, how you naturally persuade falls along one of these four continuums. The most important thing you can know about yourself as a marketer is what mix works best for you.

People sell very differently. Many of the ways you've tried to sell in the past have been jamming square pegs into round holes. And you're not the only one who's struggled with that - almost everyone has.

If you spend your life developing your weaknesses, at the end of your life you'll have a collection of strong weaknesses. However if you build on your strengths, and hand off tasks outside your strength areas to others, you earn compound interest on your efforts. Eventually you develop a natural groove and possess a persuasion style that's all your own.

The DNA score itself -- your index of **7 3 7 4** - tells part of the story. But the list of LIKES and DISLIKES with their respective font sizes is equally important and expresses an additional dimension of your skill set.

That's because it's possible to be a Producer and an Alchemist, or analytical and empathetic. The LIKES with the largest fonts tell you your strength combinations. Similarly, it's combinations of DISLIKES that tell you what to avoid.

LIKES	DISLIKES
<b>Alchemist</b>	<b>Words</b>
Recorded	Empathy
Images	

**The Marketing DNA Test does not measure your *skills* in various areas. Rather, it measures your *natural preferences*.**

Any particular score and blend of likes and dislikes is literally one in a million. But even if two people were to get the same score, one might be a complete beginner with undeveloped skills, while the other has achieved a high level of mastery. If you're just starting out in sales and marketing, or if you're in a non-sales profession and you're just trying to understand how you persuade, the descriptions indicate how effective you will be when your chops are fully developed.

**An Alchemist** is the person who turns lead into gold. Inventing, innovating, creating, generating, re-combining.

Alchemists prize originality. They dislike doing the same thing twice. They generally resist following instructions and often make things from scratch just because they can -- whether or not it's a good idea. Alchemists drive methodical people (Producers) crazy, but ironically, on a team each needs the other in order to produce a balanced, holistic result.

The extreme Alchemist -- a person who scores high and whose report shows Alchemist in large font -- is a person who prefers to solve most problems and express himself or herself by creating.

An organization with too many Alchemists and not enough Producers thrives on fantastic ideas but has trouble implementing them. An organization with too many Producers and not enough Alchemists gets everything done but never seems to do anything interesting.

If your greatest strength and largest font is Alchemist that means that every other strength you have is driven by your 'alchemy gene.' An Alchemist whose next greatest strength is "Words" will write and speak with originality. An Alchemist whose #2 strength is "Images" will naturally create visual presentations.

An Alchemist whose #2 strength is "Live" improvises everything on the spot. An Alchemist whose #2 strength is "Recorded" likes to create over an extended period of time and have plenty of time to refine his or her ideas.

If you are an Alchemist, you need to find selling situations that capitalize on your appetite for uniqueness. You shouldn't be selling from a script. You might be the person who develops the scripts in the first place, then moves on, leaving the Producer to implement and enforce what you've created.

**A Producer** adheres to plans, follows routines, makes things predictable. A Producer is the person who arranges, systematizes, codifies, plans, scripts and stages everything.

Producers are generally not interested in novelty or originality. Producers hate surprises. They embrace systems and processes, things that are tried and true. If your #1 strength and largest font LIKE is "Producer," then all of your communication is driven by your preference for rules, regularity and procedures.

An Alchemist and Producer can be the same person, but rarely. Generally the Alchemist needs a Producer in order to harness his creative forces.

If you're an Alchemist, you can generate a million ideas a minute and you need to find a Producer or none will probably get executed. If you're a Producer, you struggle with innovating and re-inventing and creating juicy ideas. You need an Alchemist.

**Words** denotes a person whose strength is either writing or talking. High Recorded + High Words = writer. High Live + High Words = speaker. If your #1 strength is Words, every other strength is driven by your passion for language. You obsess about expressing ideas in just the right way. An "almost right" word is not good enough. It has to be the right word and right phrase in right context.

**Images** refers to the person who prefers to communicate visually, whether through photographs, drawings, videos, charts, graphs or live demonstrations. If your #1 strength is Images, it means the first thing you're prone to do is figure out how to show somebody something they can see.

In direct marketing, Writers sometimes don't need Images people, but Images people almost always need Writers. The biggest difference between a good movie and a great movie, a good vs. great TV show, is the writing. If you're a Writer then depending on how long and scripted you like to be, you're doing emails, blog posts, sales letters, radio and video scripts. Copywriters (Words) and designers (Images) are famous for their conflicts, but each really does need the other.

Occasionally, someone will be really good at both. They can write their own ticket.

**Live vs. Recorded:** This is a big deal and nobody talks about it nearly enough. Some people are fantastic on the spot. They absolutely shine when the pressure's on, and usually they can't even remember what they said 5 minutes later.

**Live:** You sell from the stage. You sell in person. You negotiate when the pressure's on. You get on the webinar or get in front of the client and you basically "wing it."

A **Live Alchemist** doesn't need a script or a plan, he or she can improvise on the spot. A Live Producer needs a plan and a strategy ahead of time, and must know the expectations. But he or she will execute that plan with perfection, under pressure.

**Recorded ("Is it live or is it Memorex?"):** You like to sell from inside your cave. You don't want to be in front of 'em; you want to hone your story to perfection first. You don't like to get a hard "yes" or a "no" from one person -- too much rejection. You'd rather get your answer from a report that says you got a 1.36% response rate.

Some people prefer to meticulously script everything they do. Write it, plan it, edit it, produce it to the hilt. One of the most successful teleseminar / webinar marketers in the business does pre-recorded teleseminars that appear to be live but are actually carefully engineered.

Some of us are in between. Some of us need to be somewhat scripted and somewhat prepared. We need to have some idea of what we're going to talk about, and planning everything to perfection is too much work.

**Empathy** is probably THE most important thing in copywriting and marketing in general. People with high empathy have an almost psychic sense of what people want, aspire to, feel, experience, loathe and fear. A bunch of MBA's with no empathy is a totally "logical" proposition that nobody ever seems to buy into. Every sales and marketing team needs at least one high-empathy person and that person will be crucial for the scripting, messaging and strategy.

But Empathy without Analytics is the Google AdWords campaign with great ads that's a screwed-up mess. It's the salesperson who thinks they can sell their way out of any situation but struggles with feast and famine cycles, because they don't pay enough attention to the numbers.

**Analytics:** In the 21st century a guy or gal with an extremely analytical bent has all kinds of magic powers in a marketing organization, especially online where everything is measurable. He or she will almost always need to be surrounded by Alchemists and copywriters, and together they make a formidable team.

When you're a data driven person, you have to be in the game for the long term. The sprint is a losing proposition -- Suzie Personality is way too persuasive in the short run. Many analytical people are introverts; in fact they could never do what they do if they weren't. The analytical marketer usually needs the support of company leadership to let the data determine what decisions get made and not give into the whims of the latest fad or trend.

When you put an Analytical person in a sales situation that doesn't require Analytics, they have no reason for existing. The schmoozers walk all over them. Put schmoozers in a situation that requires Analytics, and they go running for the door. If you're a data driven person, you want to find situations where your data will be the criteria by which decisions are made; otherwise you'll be frustrated and not feel listened to.

**Occasionally you find an analytical person with Empathy.** This is also a person who can write his own ticket.

**Chameleons** are folks who score right down the middle on most or all the categories -- 4's, 5's and 6's across the board. If that's you, most of the font sizes for your likes and dislikes will be small. Being a Chameleon means you can wear a lot of hats in an organization. You're very flexible and you can handle most jobs competently. Chameleons are great team members for **Eccentrics**.

**People who have multiple low or high digits are called Eccentrics.** If you have two or more 0's, 1's, 2's, 8's, 9's or 10's that means you have very strong preferences. You are the opposite of a chameleon. Your skill set is very polarized and most likely your strengths are very strong. Likewise your weaknesses are likely very weak and it's necessary for you to surround yourself with (a) Chameleons, and (b) Eccentrics whose strengths complement your weaknesses, in order to achieve your full potential.

**Eccentrics need Chameleons badly.** Chameleons are usually needed to help opposing Eccentrics understand each other and be productive. A strong Alchemist will normally have a difficult time working with a strong Producer. But those two with a chameleon who can bridge the gap can be a very powerful team of three or more.

If you disagree with part of your test result, that's fine. But before you dismiss a part that you disagree with, please check with someone who has worked with you. All of us have blind spots and the DNA Test may highlight strengths that you've been missing.

**There's always a few people who read their test result and say "Yeah, but let's get real. It's not like I can just stop doing stuff I don't like to do."** Please reconsider that. There are probably lots of tasks you can perform, and do perform, which are slow or laborious because they're not in your natural groove. Other people love to do things you hate. You should shed any sense of obligation that might prevent you from trading tasks you're OK at for tasks you really excel at.

This index shows you what strength areas you should pursue and develop, and what areas frankly aren't worth bothering with. Build on your strengths. Organize a team of people whose strengths match your weaknesses. Life is too short to fight our nature -- we've got more important battles to win.