

**Special Report –  
Color Attracts: Increase Your Sales  
by Choosing the Right Color!**



Brought to you by Connie Casparie  
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*While this report shares with you steps on using color to increase your income, we cannot and do not promise that you will earn any specific amount of money (or even any money for that matter). This report is for informational purposes only. You assume all responsibility and risk for what you do with this information.*

## Introduction.

Color is immediate, emotional and memorable.

Color brings forth feelings and emotions automatically (subconsciously) to your visitors. There isn't anything we can do about this. Colors have an affect on each of us.

There is still very little emphasis being placed on the importance and overall influence of color in the field of web page design. In fact, it still seems to be a lot of 'anything goes' atmosphere on the internet with regard to web design.

But, there are many companies who have invested millions just to find out what color is right for their products & promotions. We can learn from them and follow their findings to help make the right choice in color on our sites to keep our visitors there longer and then make that sale.

So, before we begin with the simple steps, there are a few things that you must learn before you can apply these methods. I know you want to get started immediately but, be patient and all will be revealed. I do promise to not be too boring. 😊

Below I have included a clickable 'Table of Contents' so once you have read through the material you can reference individual sections quickly.

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**Let's Get Started!**

# Introduction to Color

People see color using the visible spectrum. I am not going to bore you too much here so stay with me.

The colors we see are Red, Orange, Yellow, Green, Blue, Indigo and Violet. They are all made up of various wavelengths (measured in nanometers) and are really, really small. In fact, there are tons more colors but as humans we visually can not see them all with our naked eyes. We can use tools to see things in the visual range of say, infrared.



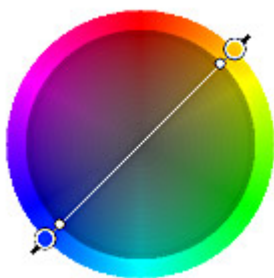
There are additive colors and subtractive colors. Additive colors are used with television or computer screens. So, when you add the primary colors red, blue and green together on a screen you will get white. Subtractive colors are used when printing. So, when you add the primary colors together you get black.

I am sure almost everyone has seen a color wheel. The color wheel shows you the relationships between each of the colors.



## Analogous Color

Such as when a color is next to one another this is called **analogous colors**. An example would be with red, orange and yellow. These colors make up an analogous color scheme. It is very popular because it can also be readily found in nature.



## Complementary Color

When two colors are opposite each other on the color wheel we call these **complementary colors**. A great example is red and green, another popular choice during Christmas. For best results, place cool colors against warm ones, for example, blue versus orange. If you use a warm color (red or yellow) as an accent, you can desaturate the opposite cool colors to put more emphasis on the warm colors. Avoid using desaturated warm colors (e.g. browns or dull yellows). Try the split complementary scheme; it is similar to the complementary scheme but offers more variety.



## Split-complementary Color

Colors that are analogous to a complementary color are known as **Split-complementary**. These colors are useful for providing high contrast colors that do not stand out quite so much as true complementary colors, often resulting in a more harmonious distribution of color than you would get by using the complementary colors. Use a single warm color against a range of cool colors to put an emphasis on the warm color (red versus blues and blue-greens, or orange versus blues and blue-violets).



## Triad Color

If you select three hues on the color wheel that are equidistant from one another, you will have a triad. Triads are great for creating designs that maximize the variety of colors used without sacrificing balance, and they're also fun to experiment with. You can get a lot of very interesting color combinations that are also very pleasing to look at by trying out different color triads. Choose one color to be used in larger amounts than others. If the colors look gaudy, try to subdue them.

Those are some of the basics, there is a lot more to learn such as hues, contrast, saturation etc. But, we can go into that another time.

## Can You Have Too Many Colors?

According to many web designers, the answer is an emphatic YES! Here is a quick rule of thumb is to try to arrange your web page using three main colors as follows:

First, choose a primary color. The primary color will be used most throughout the page, and will set the overall tone for the entire page.

Next, choose a secondary color. This should be a color that is close in hue to the primary color and serves in general to “back up” the primary color in all instances. Secondary colors should not contrast too greatly with primary colors.

Finally, pick a highlighting color. The highlighting color will always be used to emphasize key portions of your web page. It should contrast more with the primary and secondary colors, and therefore should be used with care and placed evenly throughout the design. Complementary or split-complementary colors are generally used as highlighting colors.

Next we need to take this information we just learned and see how color is tied into our emotion.

## Color and Our Emotions

Color effects how we perceive the world around us. It can affect our emotional and physical responses to visual stimuli, and can even govern how we interpret these stimuli. This is why color is so important in fields of graphic and environmental design, and why graphic designers, interior designers, and architects go to such great lengths to understand the influence of color and to use it in just the right way.

But the way in which we access the Internet, combined with its increasing impact on our everyday lives, now requires a more thorough understanding of the influence of color for designers who wish to create websites that effectively attract and positively influence visitors to them.

Every color represents a unique characteristic; emotion and personality. It is in fact a symbol of the human mind. The psychology behind the preferred colors itself is in fact a well researched subject that throws light into the benefits of using appropriate colors to reflect the moods of the situations.

The use of color is one of the most powerful tools you have at your disposal in designing a website, or any other medium with which you are attempting to relate to or communicate with other people. **Color is so powerful that it can persuade, motivate and inspire** when it is used in a balanced and effective way, and so crucial that it can completely drive people away when its overall influence is poorly understood and it is used poorly or inefficiently. In short, color is far more complex than many of us give it credit for.

The best way to use color is to see how the 'big boys' use it. You know that the big computer, car, product & food industries spend millions of dollars researching what color will sell the best. So, take a clue from their sites. Look them over and see what emotions you have when you see the site. Are you calm or excited? Do you feel hungry or satisfied?

Another way to use color is to experiment and observe. Test color combinations out and see how they make you feel. Chances are that if you feel a certain way when you see colors others do also. But, there are some fundamentals that can help any designer.



Nature is your best bet when finding good color combinations. Take the example of a small wood house on a prairie with a nice clear blue sky. A prairie is golden and the sky being blue will give you a good complementary color scheme, blue and gold are opposite on the color wheel. The blue/gold combination is usually has a very calming effect. It can also be a symbol for regal or royalty.

Here is an example of what I mean. You can see nature's colors of the golden prairie and cool blue sky. Below it is the original site's color scheme of blue and white. To the right is the improved site using nature's calm, relaxing feeling helping this health company keep the customers on their page longer. Plus notice that they are also complementary colors blues & golds.



I could go on but I think you get the point that each color represents feelings and emotions. As a designer your job is to pull those emotions out from the viewer and either get them really comfortable so they stay along time. Or excited so they feel they must have your product now!

Color dramatically effects your customer so that means it affects your marketing, your web site and your income. If used badly it can make potential customers leave your site quickly. If used well, color can help bring in more money.



## Color, Psychology and Sales

It may seem surprising to learn that colors do indeed have a psychological effect on the customer and product. This can be better understood by taking an example into consideration.

An average American male of age thirty, and who enjoyed baseball in his childhood so much that most of the memorable times of his childhood are connected to his participation in his high school's baseball team.



With this attachment to the varsity team, he is sure to have an affinity with the color of the team. Supposing the color of the team was red, and then he will definitely have a liking for red, and so on. Henceforth, whenever he sees red, he sort of remembers the memorable times he had spent in his varsity team as a member of the team; and thus will choose red for most color schemes.

Consequently, there may be cases of people dreading some colors. Supposing a customer was the victim of an accident. Although the wounds of the accident may have healed, the vision of the color of the van or car that had hit the customer will remain vivid in the eyes of the customer.

So if the vehicle was a blue vehicle, whenever the customer saw anything blue in color, unpleasant memories of the accident tend to return to the customer. With all this, it can be seen that many colors are usually attributed to some psychological stimulus that may have affected the customer a few years or decades ago. These colors will remain in the minds of the visitor for a long time to come.



Similarly, there will be many colors that one will either hate or love because of some psychological stimulus that may have affected everyday life some years ago. There are also many colors that have some subconscious reference on one's collective psyche that in turn helps in effectively communicating the important aspects of a product.

For example, the colors red and blue are usually used to show hot and cold for lots of products. This may seem like common sense, but in reality, the hottest of fires glow blue, and sometimes, severe cold also leads to burns!



However, people have usually grown with this association of red for hot and blue for cold in their minds, which is rather difficult to change. And this is why it can be said that the usage of color association for communicating some aspects of products can be influential on potential customers.

## Which Colors Should You Use on Your Website?

There is no generalized cannon regarding the usage of colors. A number of professionals are often capable of creating varied atmospheres with a variety of colors. This of course is based on their level of skill and comfort with colors in general.

While no exact advice may be given regarding the colors you should use for your site, a general idea about most colors can be done. In the following we look into the characteristics and individual components of the most popular colors. Colors are generally divided into various categories based on the 'feeling' they are said to emanate. Broadly, these categories can be described as Cool, Warm and Neutral.

### Cool Colors

Include blue based colors like all shades of blue, green, purple, silver etc. these usually produce a feeling of serenity and calmness and are perfect for Business sites given the natural sophistication of the shades. However avoid using these shades alone since they can produce a distant cold feeling if not combined with colors from other groups.

#### BLUE



Individually, the color blue is immediately connected with natural elements like the water and the sky, and is also associated with trust and stability. E-commerce sites, banks and other similar institutions might consider keeping large amounts of blue on their palette.

Emotions associated with the color blue are:

Tranquility, Calm, Peace, Harmony, Understanding, Co-operation, Trustworthiness, Security, Stability, Consistency, Confidence, Conservative, Technology.

## GREEN



The color green has similar naturalistic associations. It is usually found to be associated with freshness and youth. Green is a very versatile color. It has found to be successful in sites related to hygiene and beauty. If you choose green as a possible color for your site, do not forget to consider the various shades available. Remember all shades of green might not work for your site. Darker Greens like Emerald and jade colors are connected to money and esteem where as lighter shades, like mint green etc. are associated with freshness.

Emotions associated with the color green are:

Freshness, Health, Nature, Life, Youth, Soothing, Money, Growth

## PURPLE



The color purple has for years been regarded as a symbol of regality and sophistication. It is in every way as royal a color can get. It is both a spiritual and a sensual delight. Purple can be used for creative, new or cutting edge products. Consider darker shades for sites, which deal with new-age products etc. Lighter shades like lavender lilac etc. are more feminine in their appeal and can be used on sites dealing with more

sentimental or personal products. A number of Undergarment Company's have successfully utilized light purple shades on their sites.

Emotions associated with the color purple are:

Royalty, Dignity, Luxury, Fantasy, Dreams, Religion, Wisdom, Spiritual

## SILVER



Silver can either be glitzy and metallic or soothing and expensive. Your choice of shade will decide the message you want your customer to get. High tech sites have in the past used silver to give themselves a sleek cool look, and the risk has been known to pay off. However, if your design isn't particularly cutting edge use silver sparingly, either for some parts of text or for special decorations etc. Used extensively it can often be a bit of an eye sore.

Emotions associated with the color silver

Sleek, Smooth, Cool, Modern, Technical, Expensive

## Warm Colors

Includes colors like red, pink, orange, yellow and the likes. These tend to be excitable in nature and can be painfully overwhelming if used alone. Most of these colors are regarded as what is popularly called 'bright' and therefore work well on flashy sites targeted towards youngsters. However, red can be used in various ways on various sites; it is generally very adaptable and creates an ambience of its own.



## RED

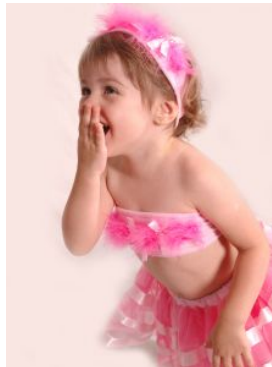


Red is stimulating, energizing, exciting and appetizing. Seeing red quickly fires up your pulse rate, blood pressure and adrenaline level. You can either choose to shock your customers with letter box red's or give them a more warm welcome with burgundy and blood red's. Red is also the color of power, passion and love.

Emotions associated with the color red:

Power, Leadership, Strength, Forcefulness, Energy, Excitement, Love, Passion, Sexuality, Danger, Speed, Action, Fire, Adventure, Impulsiveness.

## PINK



Pink has traditionally been connected with femininity and romanticism. It can also represent youth and spirit. Pink can also be associated with trendy products that do not cost much. Really bright pink is used for many cosmetic companies. For more sophistication consider magenta and fuchsia.

Emotions associated with the color pink:

Soft, Sweet, Innocent, Youth, Tender, Romantic, Feminine

## ORANGE



Orange is a fierce fun-loving color. It is usually seen as warm and inviting and connected with sunsets and Halloween. Using a more tempered shade of orange rather than a fluorescent, neon shade is preferable since the latter tends to be too much for the eyes.

Emotions associated with the color orange:

Friendly, Cheerful, Playful, Fun, Energy, Creative, Warm, Courage, Excitement, Flamboyant, Youthful

## YELLOW



Yellow is the color of warmth and brings a sense of cheer. It communicates comfort and imagination and has been used well by the food service industry, probably due to the abundance of the color in food stuff (bananas, lemons etc.). The eye will notice spots of yellow before it does any other color. Yellow is ideal to highlight small bits of text on your sales page, although it has been known to make older people anxious or angry.

Emotions associated with the color yellow:

Cheerful, Joy, Spring, Curiosity, Intelligent, Thoughtful, Caution



## Neutrals

Neutrals spell class and dignity. Colors like brown, white, black, gray and taupe have been considered classics for decades now. They are timeless in their sense of moderation and elegance is always in fashion.

### BROWN



Brown is a natural, down-to-earth neutral color. It is found in earth, wood, and stone. Brown is a warm neutral color that can stimulate the appetite. It is found extensively in nature in both living and non-living materials. Brown represents wholesomeness and earthiness. While it might be considered a little on the dull side, when combined with say red it adds a touch of sophistication. Although blue is the typical corporate color, UPS (United Parcel Service) has built their business around the dependability associated with brown.

Emotions associated with the color brown:

Wholesome, Earthy, Steadfastness, Simplicity, Friendliness, Dependability

## WHITE

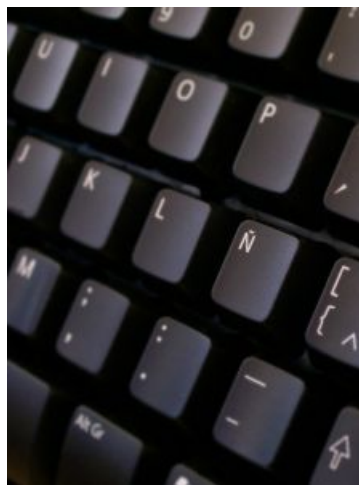


White is simple and pristine. Pure white is one of the simplest and yet beautiful colors in the world. White is representative of clean elegance. In the US, white is a sign of virginity and worn by brides. It might become a stark if not complemented with other colors which go along with it. It represents purity and openness. How you use the color will obviously decide whether it works for your particular site or not, but on the whole it's the one color which immediately attracts attention due to the pristine atmosphere it creates.

Emotions associated with the color white:

Purity, Innocent, Fresh, Clean, Simple, Good, Winter

## BLACK



Black, another absolute classic. Black means mystery, formality and power. Black is also in many ways sophistication personified. Black can be

associated with grief, sorrow and despair. However steer clear of using too much of black on your site since this might look too dark, causing text etc. to become too difficult to read.

Emotions associated with the color black:

Elegant, Sophisticated, Formal, Classic, Power, Mysterious, Style, Serious, Secrets

## **Other Things to Consider When Choosing Your Color**

The ultimate point of using the right color and getting the right design for your websites obviously is to get proper attention from your audience: your customers. Whenever you are choosing your colors therefore keep this final point in mind, you want to play your cards right and hit the right chords with your customers, you want to sway them your way and convince them to see the color the way you want them to, for all these reasons it is important for you to understand the basics of color psychology we just talked about

Choose a color, which suits your brand. Most brands for instance have this great affinity for red. This is because red commands immediate attention. But that doesn't mean that it works for all brands. Don't jump on the bandwagon simply because it has taken some to their desired destination.

## **Targeting the Right Group**

Remember your brand has a unique identity and you would want to emphasize that with your palette. For this you will have to take into consideration your target group, and gauge their general attitude towards colors. This may or may not be parallel to your own, and therefore trusting your personal choice might not be the exact way to go about it.

For instance, you may hate pink but if you are dealing with a cosmetic brand specially targeted towards women between the ages of 15-25 pink might be a darned suitable color. Your final motive is to please your customers and not yourself, your choice of colors should thus reflect their taste and not your own.

Consider the age group, social class and gender of the people you want to target your marketing towards while considering the color scheme for your site.

It has been found that youngsters have a tendency to like basic bright colors like red, green, yellow etc. Adults on the other hand prefer darker colors like black etc. if not muted neutral shades.

People from different classes have also exhibited varied tastes in colors. The working class for instance has been found through a recent survey to be more drawn to primary colors. Whereas the middle class and higher sections of the society are attracted to muted shades like salmon, beige etc.

## **Color for the Sexes**

Our sex too plays a major role in our color preferences.

### ***Colors for Women***

- Female Top 3 Favorite Colors: Blue, Purple, Green (all cool colors)
- Female Top 3 Least Favorite Colors: Orange, Brown, Gray (warm and neutral)
- Among favorite colors, preferences for green decrease with age (all genders).
- Among favorite colors, preferences for purple increase with age (all genders)
- Among least favorite colors (all genders), dislike of orange increases with age.

### ***Colors for Men***

- Male Top 3 Favorite Colors: Blue, Green, Black (2 cool and one neutral color)
- Male Top 3 Least Favorite Colors: Brown, Orange, Purple (neutral, warm, mixed colors)
- Among favorite colors, preferences for green decrease with age (all genders).
- Among least favorite colors (all genders), dislike of brown and purple decreases with age while dislike of orange increases with age.

A number of colors tend to be in fashion at a certain period of time, these are what are called the “current trend” in terms of color. While choosing such colors might work periodically, on the whole it’s far wiser to go for a shade, which will outlast any such fad.

When selecting a color for your site try and maintain its palette keeping in mind the rest of your marketing materials. This will mark that color or palette as yours, such that your customers will always associate that particular color with your brand. This sort of trust will add to your brand identity and also create a positive trustworthy image of your company in your customers mind.

## Three Step Method to Increase Sales with Color

Well, you probably knew some of the previous information. I mean really it is all over the internet and then of course if you use some of your common sense or if you can step into your customer shoes and be them you will know what colors feel right.

I know after reading all of the previous pages you probably now know more than you really wanted to know about color. The good thing is that you are now equipped to make good color choices. 😊 Using that knowledge we will be taking it to the next level and use the Three-Step Method!

**The Three Step Method is extremely simple.**

- One – Choose Target Type
- Two – Choose Emotion
- Three – Use Color Schemer

### Step One

Determine your customer type (man, woman, teen) and who they are buying for (themselves, kids, babies, mothers, fathers, sports enthusiast, etc).

If you are at the point of building your web site you should have already done your research on your niche. Making sure that the niche is viable and who is your targeted market. The colors listed below are not a 'Color Scheme' but each of the colors listed are the most dominate & best ones to use for that niche to keep your visitors around longer. Using the Step One Chart below you choose a single color for your target customer.

### Step One – Visitor Chart

Visitor/Target	Color/Tone
Accounting	Green, Blue
Air Conditioning	White, Silver, Blue
Automotive	Red, Blue, Black, White
Banks	Blue
Beauty, Cosmetics	Green, Pink, Purple (light)
Carpet Cleaning	Green, White, Blue
Children's products	Orange, Red, Yellow, Pink
Ecommerce	Blue
Education, Intellectuals	Yellow
Electronics	Silver, Blue
Fashion	Purple (light) Black, Silver, Pink
Food (Coffee, Chocolate, Root beer etc.)	Brown
Food (esp. Fast Food)	Yellow, Orange
Food (suppression)	Blue, Brown
Furniture	Red, Brown, Orange
Gardening & Landscaping	Green, Brown
Hygiene	Green, Blue
Insurance	Blue
Lawyers	Brown, Purple (deep/burgundy)
Medical, Hospitals	Red, White, Blue, Green (light)
Medicines (natural)	Green
Men (general favorite)	Blue, Green, Black
Night Clubs	Red, Black, Silver
Office	Brown
Photography	White, Black, Blue
Realty	Red, Blue, White
Recreation	Red, Green, Orange
Spiritual, Occult	Silver, Black, Purple
Sports	Red, Orange, Blue
Technology	Silver, Purple, Blue
Travel	Green, Brown, Orange, Blue
Weddings	White, Silver, Green, Blue, Pink
Women (general favorite)	Blue, Purple, Green

## Step Two

Decide what emotion you wish your visitor to experience. Using the color(s) you have choose in step one find the emotion you wish your visitor to have when they visit your site.

### Step Two – Emotion Chart

Cool Colors	Emotion
Blue	stable, calming, trustworthy, respect, mature, trust, reliability, belonging, coolness, refreshing, clean
Green	growth, positive, organic, comforting, nature, fresh, cool, growth, abundance, wealth, fertility, luck, generosity, envy, prosperity
Purple	youthful, contemporary, royal, royal, spirituality, dignity, prosperity, rich, mystery, wisdom, respect, religious
Silver	prestige, cold, scientific, clean

Warm Colors	Emotion
Red	energy, danger, stop, negative, excitement, hot, excitement, strength, sex, passion, love, movement, speed, life, risk, vitality, anger
Pink	youthful, feminine, warm, soft, sweet, nurture, security
Orange	flamboyant, fun, happy, energetic, new attitude, renewed, positive, organic, playfulness, warmth, vibrant, childlike, joyous, antidepressant
Yellow	laughter, optimism, creative, positive, caution, warmth, sunshine, cheer, coward, happy

Neutrals	Emotion
Brown	wholesome, organic, unpretentious , reliability, stability, friendship, natural
White	pure, innocence, clean, honest, pure, virgin, clean, youthful, mild
Black	serious, authority, power, dark, dominant, sliming, Strong, death, sophistication, elegant, seductive, mystery



## Step Three

Use the Color Schemer Tool to determine the correct colors for your site.

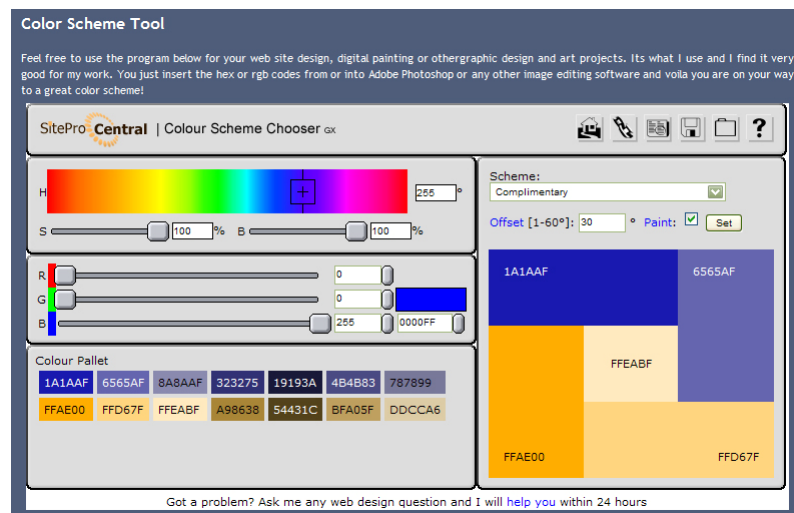
Now you have a couple of choices here. With the Color Attracts Package you should have received the Handy Color Schemer. If you didn't please contact the person who sold it to you they should have passed it on to you. If you are not able to contact them please contact me (my email address is at end of this ebook). Inside the Handy Color Schemer is also all of the header graphics and videos teaching you how to do your own web design.

Actually, I like this one even better than the Color Schemer that came with this package. I find it easier to use & it is on my site. I was given some code & I have loaded it up on my site and you are welcome to use to your hearts content. But, it is nice to have the back up just incase sites go down.

[Color Attracts Color Schemer Tool](#)

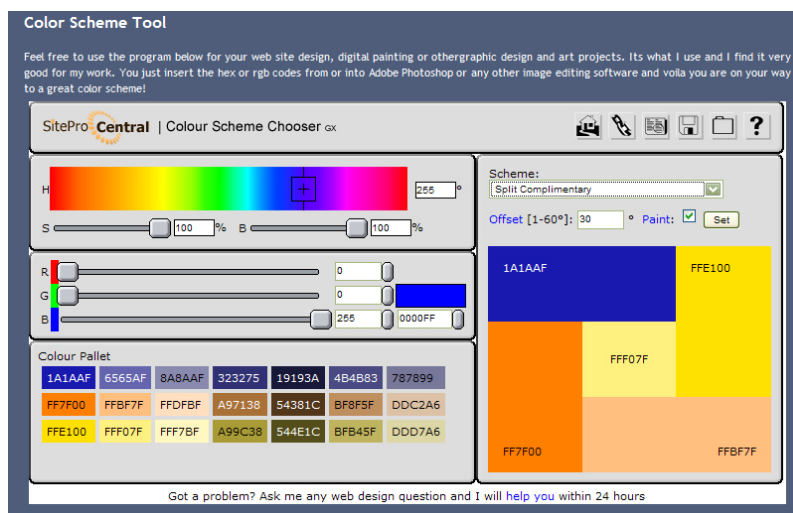
### ***How to use the Color Scheme Tool from my site.***

Let's start out with a nice blue that is easy on the eyes (blue is the favorite color of most people from the US). I choose 0000FF from my Hex Color Chart PDF (*included in your package*).

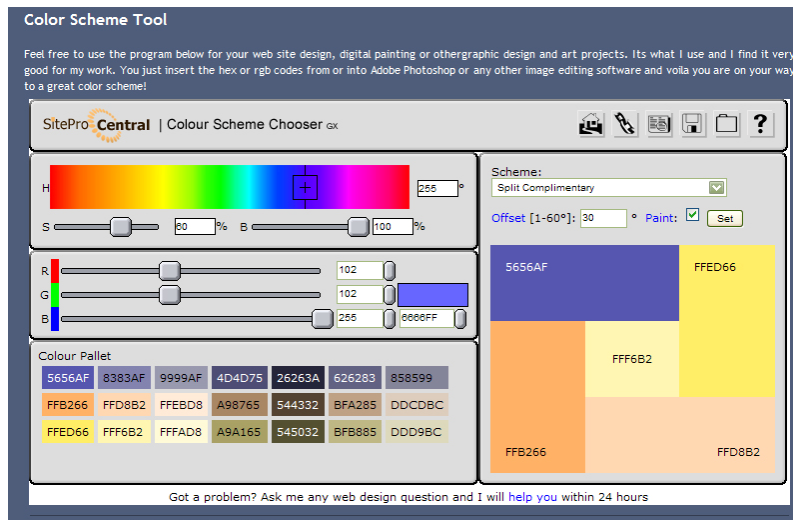


I chose the Scheme: 'Complimentary' from the drop down menu on the right. A complimentary scheme is one of the most common used on the internet. That's all there is to it!

I am given a complete color scheme ready to use on my site. I would then use the blue as my main color with accents of the shades of oranges.



See what happens when I switch the Scheme to 'Split Complimentary'. You will notice that they have added the yellow/gold colors.



Now, if we were to reduce the saturation to say 60%. Using the slide bar 'S' directly below the color bar. You will see a nice pastel scheme great to use with say a cosmetic site or a dentist office for kids site.

That is all there is to this method. You now have a perfect color scheme for your site that is geared toward attracting your visitors. That means they will stay on your site longer and which will make you more money!

I want to thank you for reading through this special report. If you should have any additional questions please email me at [connie@thecreativenerd.com](mailto:connie@thecreativenerd.com) and I will get back to you as soon as possible. On the next page is a list of resources that I use on a daily basis. Enjoy!

## Resource Page

### Other Color Schemers you may want to check out:

A color scheme generator that shows you options for color combinations based on a primary color and variations. Choose 4 across or down.

[Online Color Schemer](#)

This one is fun because you can see some of the ones other people have submitted too.

[Adobe Kuler](#)

Great source for any web designer with tools, articles, tutorials and more.

[SiteProCentral](#)

A very enjoyable site, this one links to a section on using nature's butterflies as your color palette.

[Colour Lovers - Butterflies](#)

### Other Products to Check Out

Videos are the easiest way to learn online. Learn how to create your own professional web sites & graphics in just 7 days.

[DIY Website Pro](#)

How To Design A Professional-Looking Ebook With Microsoft Word. Video Tutorial On Setting Ms Word To Format And Lay Out A Pro-looking Ebook. Plus A Video On Creating An Ebook Cover In 5 Simple Steps.

[Ebook Design With Word](#)

Simple to use ebook cover software to create beautiful 3D eCover Graphics.

[eCover Action Pro](#)

### The giving never stops...

I have many more resources but you will need to visit my site. I have set up a special Resource page that I will continue to update with the best tools and sources around the net.

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