

7 Biggest Mistakes

business owners make
when they select their
brand colours



And how to avoid them

7 Biggest Mistakes and their corrections So they trust you before they even know you

1. No concept whatsoever

However unbelievable this sounds some businesses don't think about colours when they brand their products. They use 'whatever' approach and the results confirm it.

In order to sell or sell more, colours need to be selected carefully and combined strategically so they can ignite that buying decision in your customers brains. Learn how to create harmonious colour combinations [here](#) so you will attract just the people you want to.

2. What I like

Way too many online marketers put their own ideas about colours on the pedestal of their marketing only to learn that it doesn't work unless they want buy their own product. Which is ridiculous.

Look around, observe the products of your competitors that sell really well and either create something similar with your personal twist OR start from scratch while keeping your target market in mind, as well.

Your product has to reflect your personality because eventually your clients will deal with you, so they will know what you are all about. Don't try to visually please a crowd without leaving your footprint in your branding. You do have personality. Sell it. Incorporate it in your branding and in your colours.

3. What I think they like

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4. What everybody else is doing

Oh no! Not another logo or a colour scheme that looks just like the other 5 I saw a minute ago and without a doubt I will see a dozen of in the next hour.

Who said that dating services must be red or blue or purple? If you are a matchmaker and your logo is a green frog and your persuasive verbal message can support it, people will date like crazy because nobody wants to kiss a frog!

5. Too many colours

Trying to get attention solely on a colour base without considering the chain of possible reactions of your potential buyers is a road to a cheap hell.

Rich colour scheme can work but most of the time it doesn't. It really depends on what exactly you are selling but the general rule (that you may choose to disobey) is that less is more. Google 50 most powerful brands in your niche and observe their logos and their brand colours. What do they have in common?

6. Too bright colours for the offer

It is called overstimulation.

Your product, your verbal message, your marketing and the colours of your product have to be congruent. People have certain expectations. If those are fulfilled, getting them into a buying mode will become a piece of cake.

7. Too muted or too cool colours for the offer

It is call understimulation. I have seen dozens of great offers wrapped in dull muted colours that would put asleep even already dead person.

Make sure that even if you sell sleeping pills people do not die of boredom before they take them.

Mind you, I have nothing against muted colours. I have absolutely nothing against any colour! I love colours! If they are used in the right context on the right product so they can increase your open rate, optin rate and predominantly increase your chi-ching rate.

If you are still in a strong DIY mode and have no intentions to change it because, you know, they are just colours, (cough-cough) please keep in mind the following sentence:

Colours have different meanings in different contexts.

Now you know what you should avoid when selecting your colours. Want to know how to get it right every time?

[Click here](#) and you can have an immediate access to my [Brand Colour Breakthrough Minicourse](#), which I put together after a very successful LIVE masterclass.

Also, you can sign up for my [VIP list](#) so you will be the first one to know when the very big and excreably useful course on colours for image and branding [Colour Breakthrough](#) will come out. The spots for 1:1 packages are limited! And yes, there will be an **excreably** exciting **free LIVE webinar** that will change the way you dress.

Forever.

Meanwhile, join my free Facebook community [Style & Chic](#), where you can meet likeminded people who understand the importance of first impressions and don't underestimate the power of visual presentation.

Yours in style,



Karolina Chic

www.yourstyle.guide