

# Extrovert and Introvert Preferences When It Comes to Marketing

Marcia Yudkin, [www.yudkin.com](http://www.yudkin.com), [marcia@yudkin.com](mailto:marcia@yudkin.com)

## Definitions (from Carl Jung):

Extroverts gain energy with many other people, lose energy alone.

Introverts lose energy around lots of people, recharge alone/with a few others.

## Extrovert and Introvert Personality Tendencies:

### Extroverts

- Bigger is better
- Talk as social glue
- Spontaneity is cool
- Everything public

### Introverts

- Smaller is beautiful
- Words have meaning and purpose
- Interaction in a designated role
- Zone of privacy

## Marketing That Feels Easier and More Comfortable:

### Extroverts

- Spontaneous or interactive writing (blogs, social media, casual customer emails)
- Cold calls, introducing self to strangers
- Talking head videos
- TV interviews
- Interactions with fans (-> standing ovation, lots of likes)
- Unstructured schmoozing in large group
- Chitchat, energy exchange (AM radio, "get to know you" meetings)

### Introverts

- Carefully written pieces (blogs, social media, websites, crafted emails)
- Pre-planned calls or no calls, just emails or postal mail
- Scripted and off-camera videos
- Interviews for print
- Interactions in role of teacher, leader, expert (-> heartfelt thanks, one on one)
- Schmoozing in very small group (less than 10); BNI or well-organized mastermind groups
- Exchange of knowledge or deep feelings (NPR, to-the-point meetings)

## Special Offer:

\$100 off "Personal Branding for Introverts" course; use coupon code "Speakers" to get the discount at <http://courses.yudkin.com>, then selecting the "Personal Branding for Introverts" course.