

# *Use Color to sell, Sell, SELL!*

by **Stephanie Bond**

If you're contemplating sprucing up your store, or maybe even a complete interior makeover, consider using color therapy to evoke a positive (buying) response from your customers. How does color therapy work? In a nutshell, the brain perceives different colors through different wavelength frequencies. Each color evokes a different physical and psychological response. If you've ever noticed that you feel good when you wear certain colors, or feel depressed when you're in a room of a certain color, then you know color therapy works. Knowing which colors evoke which response can help you develop a color-coded sales zone for your customers! For instance:

- The color **black** evokes power and self-assurance—consider using black for your business book section to put the customer in a 'successful' mood.
- The color **blue** has been proven to make people feel physically calmer—consider using blue for your children's section to promote quiet sitting and browsing.
- The color **green** is known to soothe physically *and* mentally, plus ease depression and anxiety—consider using green in your self-help section.
- The color **purple** stimulates the imagination and evokes feelings of mysticism and creativity—consider using purple in your craft section or in your sci-fi or paranormal-fantasy section.
- The color **yellow** evokes energy and stimulates the appetite—consider using yellow in your cookbook section or around your cash register to speed the checkout process, and to stimulate sales of candy or other food items displayed at the counter.
- The color **red** stimulates respiration and sex glands—consider using red in the fiction sections, especially in the romance section, to increase sales.
- The color **orange** evokes a response similar to red and yellow, but is especially touted for triggering energy—consider using orange in your exercise book area, or in any fiction area.

While paint is a fast, inexpensive, and effective means to surround you and your customers with glorious color, there are other ways to experiment with color therapy using paper, fabric, and light.

- Use poster boards in various colors to make new signage throughout the store, taking color into consideration when designating classics, new arrivals, clearance items, etc.
- Set a red upholstered chair in your romance section, or put a red throw over an upholstered chair.
- Place a blue area rug in the children's area, or blue bean bag chairs.
- Install a colored light or a string of colored lights around a slow-moving section.
- Change the employee dress code to orange T-shirts, or wear orange aprons.

**(continued)**

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Indeed, orange does seem to be the color of the hour, according to a press release from Color Marketing Group (CMG), founded in 1962 and based in Alexandria, Virginia. CMG President Hall Dillon is cited: "While blue will maintain its enviable position as the most important color of the decade, orange is foreseen to be the hue of optimism and happiness in 2002. It will find popularity in all age groups."

Take the time to infuse your retail environment with bright, influential color—experiment, be creative! ~**S**Bond