



The ISTP Marketing Personality Type

FULL REPORT

This Full Report holds the keys to
your best marketing strategy.

MARKETINGPERSONALITIES.COM

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Hey there!



Thank you for purchasing this resource. It's sparked so many ah-hah moments for others and I can't help but expect the same for you.

Hi, I'm Brit, the Creator of MarketingPersonalities.com. I'll be guiding you through this Report today and sharing my best insights on your specific Marketing Personality Type.

Before we dive right into the juicy intel contained in this resource, though, we have to take care of something.

See, at this point, you already know what your best marketing strategy includes based on your Marketing Personality Type. You found that on the MarketingPersonalities.com website. And this idea of matching your personality type to your best marketing strategy is attractive to you. Feeling good about your marketing strategy? Sign me up!

And now, having purchased your Full Report, I can guess you're curious to see if this could really work for you and your business. Could you really base your marketing strategy on what feels good for you and have it actually work??

It's a valid question. And I want to answer it right away, before we go any further.

Yes. YES! This will work for you.

Here's why.

When your marketing strategy feels good for you to put into play, your audience notices that feel-good energy you're bringing to the table. Naturally, they want more of those positive vibes.

And when you consistently market yourself in a way that feels good and aligned to you, the right customers - your most ideal, most fun-to-work-with customers - naturally find you.

It's no longer a stress and strain and struggle to find the right people to work with. They find you!

Because, while it might sound cliché, it's completely true - your vibe attracts your tribe. The feel-good way in which you present yourself in your marketing will attract clients and customers you'll genuinely feel good about serving.

But how do you know what marketing strategy will feel good to you without the proverbial "throwing spaghetti at the wall to see what sticks?"

Well, you could continue wasting time with trying everything under the sun.

Or you could take a shortcut to marketing that feels good included right here, in this Report.

I'm going to guide you through...

- Important things to note about your Myers-Briggs Personality Type
- Where you find flow and power in your work
- What your best marketing strategy includes
- An example of what your best marketing strategy could look like
- What your worst marketing strategy includes (so you can stay away)
- Real-life entrepreneurs with your same personality type
- A short list of books I recommend for you
- A series of journal prompts to get you thinking about how to apply your Marketing Personality Type to your current business

MUCH better than throwing spaghetti at the wall, eh?

So, repeat after me:

I DON'T HAVE TO FEEL FAKE AND SALESY TO GROW MY BUSINESS. MARKETING CAN FEEL GOOD!

YES. Let's dig in.

Oh, one more thing
before we get started.

LET ME GIVE YOU A HEADS UP ON WHAT I TEND TO HEAR
FROM OTHER ISTPS, LIKE YOU.

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ISTP Virtuoso

IMPORTANT THINGS TO NOTE ABOUT YOUR MYERS-BRIGGS PERSONALITY TYPE

Being a Virtuoso, you are a part of the Explorer tribe of personalities.

YOU ARE EXPERIENCE-DRIVEN. As a part of the Explorer tribe, you tend to appreciate spontaneity, getting your hands dirty, and being part of the process in order to learn and grow.

GO WITH THE FLOW. You are natural spontaneous and best when you're making decisions "on the fly" with little preparation preceding. You know life is happening right here, right now, and you're consistently ready to take it all in.

YOU MUST START WITH ACTION. You make sense of things as you work on them, rather than planning everything out ahead of time. You must start by getting your hands dirty, playing with the pieces, and building something from there.

YOU LOVE FREEDOM. You are at your best when you can be versatile and free to explore things without pressure.

Let's go a little deeper.

UNIQUE TO YOU AS A VIRTUOSO (ISTP-A/T),
ACCORDING TO 16PERSONALITIES, YOU TEND TO BE A
"BOLD AND PRACTICAL EXPERIMENTER, MASTER OF ALL
KINDS OF TOOLS."

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Your Best Marketing Strategy

WILL INCLUDE DETAILED DIGITAL SALES FUNNELS THAT ALLOW YOU TO A/B TEST DIFFERENT PARTS OF YOUR CUSTOMER'S JOURNEY.

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Example of an ISTP's Marketing Strategy

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Your Worst Marketing Strategy

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A Real-Life ISTP Entrepreneur

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Books I Recommend to ISTPs

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Prompts to Get You Started

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Keep Going!

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