

SOCIAL MEDIA EMPIRE

CHEAT SHEET: GEMS™ Identification

Dani Johnson’s GEMS™ Mastery is a tool thousands have already started using to identify, motivate and effectively communicate with each person they come in contact with. Below you will find visual cues to identify your friend list (or followers), just a fraction of what GEMS™ Mastery will teach you.

<p>SAPPHIRES are motivated by fun!</p> <ul style="list-style-type: none"> • Hip and trendy dressers. Look for bright colors and prints • Uses a lot of ‘emotes’ and short hand in typing, with lots of exclamation points. • Constantly attending and hosting parties • Have pictures with a lot of different people 	<p>PEARLS are motivated by a cause.</p> <ul style="list-style-type: none"> • Dresses comfortably, more neutral tones (brown, tan) • Soft spoken • May show support for philanthropic groups but generally doesn’t share personal opinions • Have a lot of nature, scenery, and pet photos, also pictures with family members and a few friends that appear frequently (evidence of a close knit group)
<p>EMERALDS are motivated by facts and figures.</p> <ul style="list-style-type: none"> • Neatly dressed and ironed, darker colors and their clothes will look a little dated • Typing is concise and correct • Observant and thoughtful contributor in conversations • Probably has very few photos, all professional and/or dated 	<p>RUBIES are motivated by challenge and money.</p> <ul style="list-style-type: none"> • Expensive designer clothing and dark colors (red and black). Very sharp dressers • Cars, boats and houses • Bold speakers, always sharing their opinions • Take the lead on most conversations • Every photo of them is showing off some accomplishment, hair, abs, schooling

GEMS™ Mastery will teach you about the four major personality types by assigning a particular “GEM” to each distinct personality. Each GEM has his or her own outlook, values, motivations and communication styles - essentially a “language” of their own. What you can expect from GEMS™ Mastery:

- Learn simple steps to communicate, motivate, and work successfully with others
- Make more money and/or get your biggest promotion at work
- Have more fun at work and home and create a more peaceful environment
- Increase efficiency using strategic communication