

# Long-Form Content

### **Purpose:**

The long-form content of Keep Real Colors® Alive is an ongoing series of informative content designed for use in newsletters, bulletin boards, or email distribution. “Flexing My Least Familiar Color” is designed to encourage readers to remember they are a mix of all four Real Colors® and that even though using your lowest color can be challenging, it is possible!

### **FLEXING MY LEAST FAMILIAR COLOR**

Remember the mantra: “Everybody has all four Real Colors®”? Your Real Colors® workshop facilitator said it over and over again. *“Even though we do have all four Real Colors®, you will typically operate in your top two Real Colors®.”*

Okay. But what about the color we do least naturally, least easily, the color we have to work the hardest to flex? Yes, it’s still there, but when does it pop up?

Maybe at the most useful of times! It’s most likely an ounce of **GOLD** that gets you to pay your bills on time each month. Or a touch of **BLUE** that makes you rethink your wording so a message doesn’t come across too harshly. Maybe it’s a trace of **GREEN** that causes you to be curious about how some gizmo works, or a burst of **ORANGE** that enables you to juggle three projects at once. If any of these styles is a stretch for you under typical circumstances, then you can imagine what it would be like to ask someone to live or work all day long in that style when it’s not their brightest color. That would be an incredibly difficult challenge!

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