



THE EVANGELIST

"LOOK UP!"

Have you ever hear the term "He drank the Kool-Aid"? It's an inelegant but pretty accurate way of describing the Evangelist. While some of the other Roles make forceful arguments, the Evangelist is coming from a place of extreme passion.

What makes them so passionate? It's very simple. They've found somewhere they belong. It might be a philosophical, psychological, business practice, or personal practice type of home. They also feel like they've finally found their tribe and have a way of easily sharing their life on some existential level with other like-minded tribe members.

But it's more than that. Their home is built on something bigger than all of us; something worth telling others about. Something that can make all of us better human beings.

We see this everyday in people who wear Harley Davidson patches, sport the colors of their favorite team or become franchise owners of a Chick-Fil-A.

The Evangelist has nothing to worry about in terms of personality or passion. She's coming from such a place of pure joy and authenticity, it's easily the most infectious of the Roles.



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It's in the area of energy that caution must be given. I have worked with people from time to time who actually have too much raw energy on camera because they were such passionate Evangelists for their own product.

If this is allowed to go forward, the results could be disastrous, UNLESS you are in a B2C business that caters to the masses. In that case, the kitchier the better, and the more over-the-top, the better. History is rife with these success stories. You see them on TV all the time in the form of local real estate professionals, car dealers, and retail discounters.

But if you're in professional services or B2B consulting, it's usually best to stay away from that stuff.

To the observer, the Evangelist seems quite passionate, alive, full of energy, joy and arguments that make sense.

The ideal Energy Match would be a person with a desire to be part of the right team, movement or group. They may have a desire to contribute with an energy signature of generosity. On the other hand, some may use Groupthink to determine their actions. Still others can suffer from low energy, sadness, drifting through life on an unrequited search for truth.



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Energy Structure of the Evangelist

E-motions

Passion / Joy / Compassion / Determined

Counterpoint E-Motions

Yearning to belong / generous / sad / Alienation / Restless

Examples

Steve Jobs, Billy Graham and Martin Luther King.

Action

Make them see the light



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