



Your Innate Marketing Genius  
Diagnostic Guide



# The Innate Marketing Genius Story

In 2015-2016, I led several worldwide field studies where people used the Generosity Practice, a powerful personal practice, for 30 days. When I received the results, one thing was clear: **Generosity Practice helped people do authentic marketing that they enjoyed.** Not only that, but it **brought them confidence to the negotiation table and led to more sales.**

So when I moved to Boston in 2016, I expanded my Generosity Practice work to include Marketing Strategy sessions with all kinds of amazing entrepreneurs. This meant coaching them through Level 4 of the Generosity Practice, a more advanced and profound level of the GP work. Through that, I discovered their Innate Marketing Genius.

Once a client had taken that journey and their genius was revealed, **their marketing strategy just flowed from there.**

From that work, I was able to **isolate five distinct types of marketing geniuses.** That discovery has transformed my work and it resonates with entrepreneurs in a profound way. Whenever I have presented these categories to business owners all over New England and online, they can't discussing which type of genius they are. **It brings them to life.**

**I present to you  
the Five Types of  
Marketing Geniuses:**

1. *Nurturer*
2. *Adventure Guide*
3. *Door Opener*
4. *Steady Presence*
5. *Celebrator*

Which one are you? Review the following pages and choose the one that **resonates the most**. Then click on the link at the bottom for a video introduction to your genius and some marketing directions for you.

*Welcome to your Innate Marketing Genius.*

A little secret here...people often resonate with more than one Innate Marketing Genius. As you well know, not everyone fits into a nice neat box! But my work has repeatedly shown that **there is always one that is the underlying motivation for everything**. Acknowledging this is the key to sanity and simplicity.

# Nurturer

**The Whole Reason You Do Things:** to make things safer, warmer, more inviting for your people, especially in areas that are typically overwhelming.

**Words that Resonate:**

Sanctuary	Space
Nourishment	Warmth
Connection	Care
Community	Personal touch
Nurture	Intimacy
Home	Solace

**You Are at Your Best When:** helping people relax, showing them a special level of care and attention, providing a human touch to the process.

**It's Important to You That:** people feel taken care of.

**You Love Saying the Following to People:**

*"You deserve a higher level of service."*  
*"All is well."*  
*"We will take care of you."*  
*"This will be a way to feel like part of the community."*  
*"This is a safe space for you to do this."*

**The Worst Thing:** cruelty + judgment

**You Are Sometimes Challenged:** to draw healthy boundaries and say no.

**We'll Know You're Having a Bad Day If:** you're complaining that people are jerks and you shouldn't trust anyone. Time to slow down and do some self-care.

**People Like You:**

Mother Theresa  
Louise Hay  
Oprah  
Princess Diana  
Jesus

**Brands Like You:**

AirBNB  
Lyft  
Mailchimp  
Trader Joe's  
Jesus

**Marketing  
Action Steps for  
Nurturers**





# Adventure Guide

**The Whole Reason You Do Things:** to insure people are going for it, living life to the fullest, trying things, making decisions based on reality instead of overthinking.

**Words that Resonate:**

Growth	Courage
Adventure	Curiosity
Exploration	Vitality
New	Gusto
Exciting	Go!

**You Are at Your Best When:**

offering people an adventure that makes them feel alive.

**It's Important to You That:**

people try something new and experience something viscerally.

**You Love Saying the Following to People:**

*"Let's take this up a notch."*  
*"I've got something for you to try."*  
*"Let's do this!"*  
*"You're going to love this ride."*  
*"Are you ready for this?!"*

**The Worst Thing:** inertia + festering

**You Are Sometimes Challenged:** to sit down and standardize things.

**We'll Know You're Having a Bad Day If:** you're moping in front of a laptop and not getting out there. Walk it off and breathe a little.

**People Like You:**

Elizabeth Gilbert (Eat Pray Love)  
Nelson Mandela  
Annie Smith Peck  
Richard Branson  
Anthony Bourdain

**Brands Like You:**

Patagonia  
Charles Schwab  
Whole Foods  
Justin's  
Prana

**Marketing  
Action Steps for  
Adventure Guides**





# Door Opener

**The Whole Reason You Do Things:** to open up a new world of possibility.

**Words that Resonate:**

Insight	Innovative
Perspective	Cutting Edge
Idea	Fresh
Awareness	Educate

**You Are at Your Best When:**

you are opening people's minds to a new perspective, where so much more is possible.

**It's Important to You That:**

people stay open to a new way of looking at things.

**You Love Saying the Following to People:**

*"I have a different way of looking at this (and it will make things much easier)."*

*"This world is ever-evolving and I can help you stay on the cutting edge of progress."*

*"Have you heard about the new paradigm? This is how everyone's going to think in a couple years."*

*"Being on top of the latest developments in tech / design / education is the best thing ever."*

*"Reading a book is like walking into a new world."*

**The Worst Thing:** rigidity + complacency

**You Are Sometimes Challenged:**

to accept that sometimes a repetitive, standard approach is the best for the situation.

**We'll Know You're Having a Bad Day**

**If:** you give up on cultivating new ideas and approaches. Time to do something weird, turn your head upside down (metaphorically and otherwise) for a refresh.

**People Like You:**

Steve Jobs  
Pope Francis  
Jay-Z  
Elizabeth 1  
Leonardo da Vinci

**Brands Like You:**

TED Talks  
Hamilton Musical  
WeWork  
Museum of Fine Arts, Boston  
Huffington Post

**Marketing Action  
Steps for Door  
Openers**



# Steady Presence

**The Whole Reason You Do Things:** to assure people they have what they need in any situation.

**Words that Resonate:**

Solid	Resource
Steady	Calm
Unwavering	Directed
Reliable	Balanced
Eye-of-the-Hurricane	Solution

**You Are at Your Best When:**

you have calm, steady wherewithal and resources for people in a challenging situation.

**It's Important to You That:**

people know they have access to the resources they need.

**You Love Saying the Following to People:**

*"I've got you covered."*

*"You can count on me."*

*"There is a solution you might not have considered."*

*"I know a guy..."*

*"Let's make a plan, so you're ready for anything."*

**The Worst Thing:** wavering + unreliability

**You Are Sometimes Challenged:** to get out of a habitual comfort zone.

**We'll Know You're Having a Bad Day If:** you lose faith in your resources and your ability to solve problems and you want to quit. Good time for a workout.

**People Like You:**

Abigail Adams

Barack Obama

George Washington

Jon Snow in Game of Thrones

Andy from Shawshank Redemption

**Brands Like You:**

Starbucks

Apple

Facebook

Google

Microsoft

**Marketing Action  
Steps for Steady  
Presence Folks**





# Celebrator

**The Whole Reason You Do Things:** to make life fun and beautiful for people.

**Words that Resonate:**

Fun	Color
Flavor	Style
Celebrate	Flow
Vibrant	Dance
Kaleidoscope	Design
Splash	Enjoy

**You Are at Your Best When:**  
you are bringing someone the good life.

**It's Important to You That:**  
people infuse their life with fun and flair.

**You Love Saying the Following to People:**

*"Here's how you could have even more fun."*  
*"I have a way to make this even more gorgeous."*  
*"Let's re-design that."*  
*"Here's how we could bring this project to life."*  
*"Hey, relax and enjoy. Life is good."*  
*"Let me create a gorgeous experience for you."*

**The Worst Thing:** dried-up + mechanical

**You Are Sometimes Challenged:** to do something that doesn't call for your flair for fun.

**We'll Know You're Having a Bad Day If:** you think celebrating is a waste of time. Time for a weekend away in completely different environment. Mix it up a little.

**People Like You:**

Lin Manuel Miranda  
Justin Timberlake  
Beyonce  
Rob Bell  
Ella Fitzgerald

**Brands Like You:**

Meetup  
Netflix  
Spotify  
Olive Garden  
Norwegian Cruise Lines

**Marketing  
Action Steps for  
Celebrators**



## Got questions?

Email me any questions you have about your Innate Marketing Genius at [christina@christinafrei.com](mailto:christina@christinafrei.com). Bring it on!

## Let's talk about this

I'd like to offer you a 60-Minute Breakthrough Session to explore working together. As I learn about your business goals, we will explore where the true power is in your marketing. You'll leave with new insights and energy and next steps, including the details of the Innate Marketing Genius program. [Simply fill in the application](#) and I'll get back to you in 48 business hours to let you know if I feel it's a good fit. Schedule your session in the meantime (a link will be in an email). It's my treat and I look forward to meeting you!