

Congratulations **High Yellow**



Communications is the glue that holds your world together. iMA is an exciting new way to enter into communications that will help you Connect with others at every level of your life and create the world you were meant to live in.



iMA Creator and Master Practitioner

Welcome! The beginning of this guide gives you an insight into your communication and engagement style. You will then see how iMA can help you in developing your communication skills, building trust, giving way to better relationships at home, work and in social situations.

Identifying yourself as iMA High Yellow is an important step towards your future success and happiness. This is a basic building block for you to learn things you need to know about you, and how you can relate to and communicate better with the majority of people who are on a different wavelength than High Yellows. You and all other iMA High Yellows are assertive, right brain thinking and measure your personal worth through acknowledgement and recognition.



iMA High Yellows at a Glance

You are gregarious, optimistic, fun loving, friendly, and can be a risk taker. You have good persuasive skills and can be a dreamer and involve others in your dreams.

You need to feel that you are getting the credit you deserve and like to draw attention to your achievements.

You are skilled at influencing others and use this ability to shape your environment to accomplish the results you need. You are both open and assertive with a preference for a fast paced and spontaneous work life.

When stressed you can become argumentative, make excuses and appear over confident.

Those speaking the other 3 dialects can learn to use iMA and Modify the way they communicate with you by speaking in a way that you find it easiest to listen to.

When this happens communication, trust and co-operation will go up and stress and tension will go down.

Communication is the glue that holds relationships together.

iMA is a simple, colour based, universal language designed to help you communicate, understand, and work with people better.

Identify the colour of the person you want and/or need to communicate with, **Modify** the message by encoding it in a way that is most likely understood, and **Adapt** to the differences by treating the other person in a way that they want to be treated (iMA).

When that happens communication, trust, cooperation, understanding, sales and profits go up and stress and tension go down.

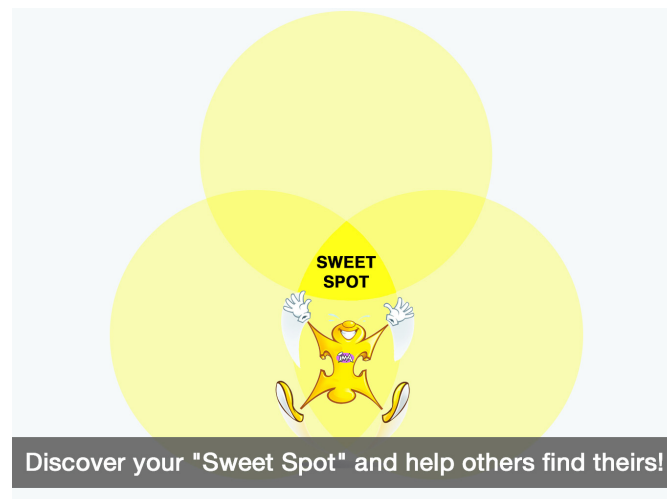
Jobs have colours just like people

The most valuable discovery you, being a High Yellow can make is to identify the line of work that utilizes your natural talents. Something that you do effortlessly without a lot of study or preparation. Things that 75% of the world population find difficult, often marvelling at your ability and not coming close to matching it. When you do a lot with what you do well it gives you energy, keeps you excited and empowers you to produce extraordinary results.

High Yellows like yourself find out how good you can be when you are working with people who appreciate your flair for fun and creativity in a stimulating and interactive enthusiastic environment. You have natural persuasive skills that help influence others and build alliances to accomplish results.

Be and do better by doing a lot with what you do best and use iMA to help you Connect with others who are strong in areas where you are not.

The better you are at doing this the better the quality of your life.



Finding your High Yellow Sweet Spot

This is your pathway to greater meaning and happiness. It is where you are the most positive, energised and aligned to the task at hand and time seems to stand still. This is where you will experience flow that keeps you excited, helps you reach peak performance and empowers you to produce extraordinary results.

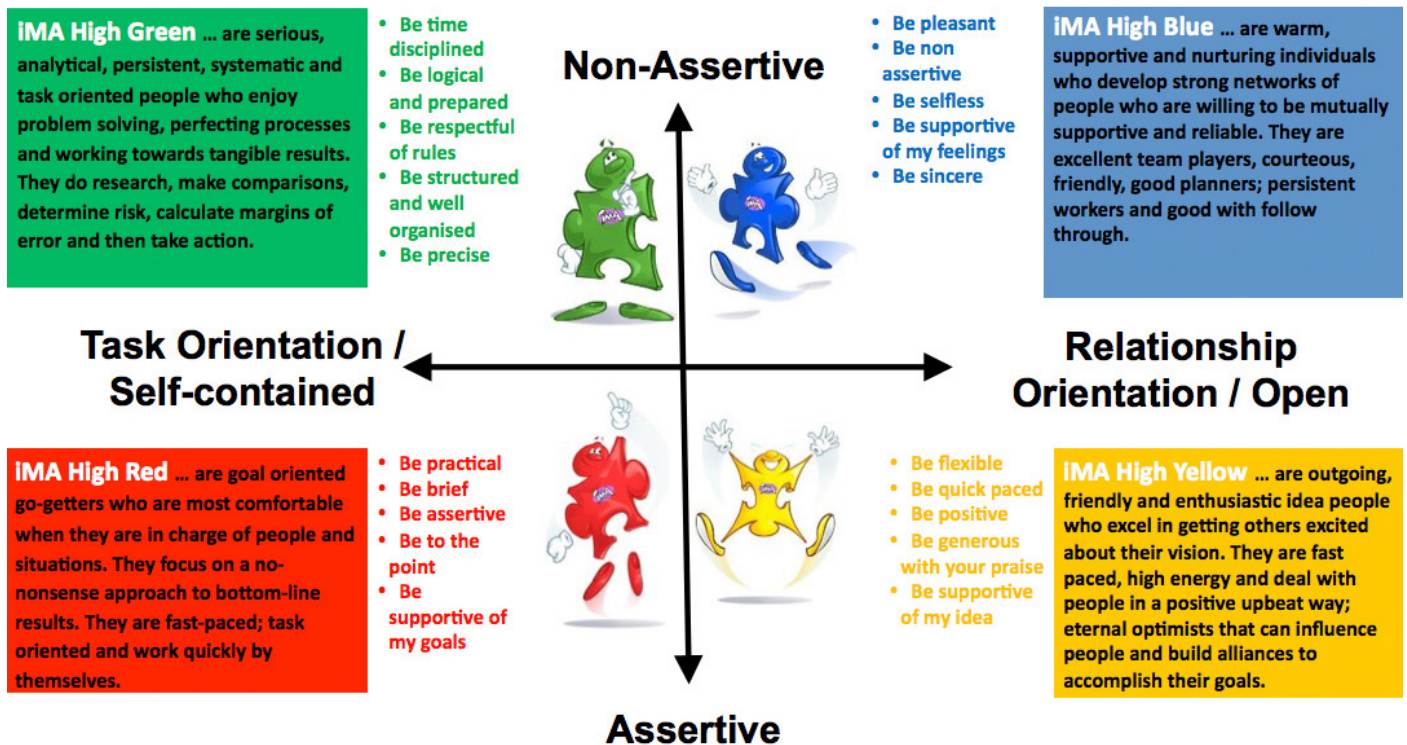
Click [here](#) to receive your special gift that can help you uncover your High Yellow “**sweet spot**”.

High Yellows who Connect with others Prosper

iMA can help you understand, relate to and work with people better.

Learn how to interact with others in ways that increase Connectivity and avoid ways that destroy it.

Tips To Connect



What colour are the most important people (MIP's) in your life?

To help you gain a greater understanding of their wants, needs and expectations, try telling them: "I'm a High Yellow" and ask them "What colour are you?"

If they don't know, suggest that they find out by going to <http://iMAhigh.com>

25% of the Worlds Population



“A tribe is a group of people Connected to one another. A group needs only 2 things to be a tribe: shared interest and a way to communicate.”

Seth Godin

Seth Godin Recognise the desire to find your tribe. This is a group where you instinctively feel that you belong. Where you will always be accepted, where you never have to worry about fitting in.

You share the same interests with fun loving, enthusiastic High Yellows across the globe. You share the same comfort zone (High Yellow) and have similar priorities, wants, needs and expectations.

To find and meet other High Yellows that: think, use time, make decisions, handle their emotions, manage stress, communicate and look at and filter the world through your eyes and ears click on the iMAges below.



People, Their Knowledge and Capabilities Are Every Company's Greatest Asset.

Create an environment where people feel valued

iMA Ecosystem

An all in one integrated management strategy designed to help companies understand, relate to, sell to and work with people better.

- iMA Algorithm
- iMA Audit
- iMA Affiliate
- iMA Integrated Software
- iMA Practitioners
- iMA Strategies



**Why do we do what we do?
Why do we not do the things we know that we should?
Why do we do the things we know we should not?**

I first began asking myself these questions when working as a sales representative for the Dale Carnegie organisation in the US.

My idea was if I could discover a way of knowing what my clients were interested in and talk in terms of their interest and even look at things from their point of view then I could make more sales.

I discovered that the basic building block of learning was the ability to identify and observe patterns.

That 90% of what we do is patterned, programmed and predictable and where most people, feel most comfortable, most of the time.

I discovered that people give clues to their comfort zone based on how they look, what they say, how they say it, what they do and how they do it.

When I started to identify the comfort zone of my clients and talking in terms of their interests and matching my selling style with the clients buying style I started selling 4 times the number of enrollments into Dale Carnegie Courses than the average sales representative. This lead me to receiving international recognition as being one of the top 1% highest producing Carnegie representatives worldwide for 5 consecutive years.

A process I call iMA Dreamweaving has helped me to start several successful business's on both sides of the Atlantic. I'm a Dreamweaver and you can be too.

- Identify and Dare to Dream a Big Dream
- Move in its direction
- Actualise it by using iMA to connect your dream with the dreams of others.

[Click here](#) to see a sample of how I have used iMA Dream Weaving in my life.

You can't do it alone. Whatever it is that you want you need the help and support of others to get it. [Click here](#) for your complimentary PDF.

The answer to the worlds most pressing problems is in the question, "What Colour Are You?"

My life is richer and fuller since discovering iMA and yours will be too!

James Knight

iMA creator and Master Practitioner

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