



# UNLOCK YOUR SUPER POWERS

USING THE MYERS-BRIGGS PERSONALITY FRAMEWORK  
TO IDENTIFY WHO YOU ARE, WHAT YOUR SUPER POWERS ARE,  
AND WHAT YOU NEED TO STOP DOING IN YOUR BUSINESS



JAMES WEDMORE'S  
**BUSINESS  
BY DESIGN**



## **PART 1: TAKING THE TEST**

### **An Introduction**

At age 14, I entered a brand new high school not knowing a single person. Four years later, I graduated almost the same way I started: not knowing a single person...

...and them not knowing me.

My high school is a unique one. Every kid was the rich kid. We were reported to be the highest drug-abusing high school in Southern California, and we had a hit MTV show about us. (Laguna Beach: The Real OC).

Yup, THAT school!

And I share this, because it was at this time in my life that I took on the very strong belief that “something was fundamentally wrong with me.” And obviously, it wasn’t a belief at the time, it was a fact, just like the sky is blue, or birds can fly.

I didn’t like talking much. I was extremely shy.

I didn’t enjoy partying or going out. And ultimately, the things that the rest of my peers enjoyed (like playing sports, being popular, etc.) were the furthest thing from whatever I enjoyed.

But they were the majority. So, something was wrong with me.

In fact, I spent my free time building my first business: an eBay store that offered restored vintage motorcycles. Yes, I spent my four years of high school either in my parents’ garage tinkering with engine parts, or on our AOL dial-up computer building websites to host my projects.

I loved every second of it. But I still thought something was wrong with me.

### **When Everything Changed...**

It wasn’t until 10 years later, that something happened to completely change my life forever.

At a small business gathering, a tall, dark-haired and odd-looking gentleman approached me, and said, “oh hey, you’re an INTJ.”

“A “what” now?”

Without skipping a beat, he rattled off my entire life story like he was in my head. He knew my interests, my strengths, my tendencies, heck! he even knew the logic behind why I chose the outfit I wore that day. He was either a psychic, or a stalker.

Nope. He was a fellow INTJ, and he had spent years mastering the Myers-Briggs Personality Type.

And he swore I was an INTJ too.

So, I went home, took the test, and sure enough: I. N. T. J.

I began reading the descriptions... that was me! To a “T!”

And then I noticed, “the INTJ is considered one of the rarest personality types of all the 16 types. Less than 2% of the total population.”

In an instant, my belief that “something was wrong me” shattered, and I created an entirely new context for my life: I am unique.

I realized that I had seen my differences as weaknesses, not strengths.

This test showed me how unique my strengths really were. And for the first time ever, I fell in love with who I was.

I later discovered that every type has unique “super powers” that makes them special.

THAT’s what this .pdf is all about.

### **How Myers-Briggs Impacted My Life and Business**

An obsession began. I learned everything I could about the “INTJ” and the other 15 types. I had all my friends and family take the test, and I began to see patterns (one of the INTJ’s strengths). I began to “speed read” complete strangers on the street.

Within minutes, I could know more about them, than they do themselves.

So I started asking myself, what can I do with this knowledge?

Firstly, I wanted to learn as much about MY strengths and weaknesses as possible. I wanted to know why I was the way I was, so I could align my efforts towards the things that served me best.

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I even began to model other successful INTJ's so I could do what they did.

And then, as I got to know and understand other personality types I used them to craft my "Customer Avatars" and write compelling copy around those types.

And finally, I used it to build my team. I love to brag that I have the greatest team ever. I know their types, which means I know their strengths, weaknesses, how they see the world, work, business, etc.

But this all comes with a disclaimer: Myers-Briggs is one tool. It's not THE tool. I use it as a guideline, not as TRUTH.

There is sooo much more that makes up the uniqueness of who we each are. This just helps to get a baseline understanding of ourselves and the people around us.

So, how can you benefit from this?

I'm not the only one who is unique here. You are too. Myers-Briggs can help you uncover your uniqueness and match that with your business.

My first goal is to get you to clearly identify what personality type you are. This way, you can use this accompanying guide to learn more about how to set up a business around your strengths and values.

I believe struggle, stress, and burnout happens when we focus our time and energy on things that align with our strengths, passions, and gifts. You can do it the long and hard way through trial and error, or you can save a ton of time and just let me tell you what to focus on and what to avoid.

So, ready to take the test?

Take the Myers-Briggs Test:

<http://mindyourbusinesspodcast.com/blog/020/>



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You may know your type. You may have already taken one of those online tests. I highly recommend you take my test.

**Here's why:** the online tests are flawed. You answer questions without knowing WHY you're answering them. Not my test.

This is a 60-minute audio that helps you understand which letter combination you are. So, Step #1 is to listen to that audio NOW and find out your type.

Then, Step #2... I'll tell ya what to do with it!

## **PART II: UNDERSTANDING WHO YOU ARE**

Once you've listened to my "Audio Test," you should have four letters, yes? There are a total of 16 different combinations in the Myers-Briggs Typology, and you are one of them. And if you listened to the audio, then you probably have a good understanding of each of the 8 letters and what they mean. Now what you'll discover is that when they are put together in different combinations, they create a wonderful new synthesis, similar to the way different musical notes can be paired together for entirely different sounds!

### **The Four Types of Entrepreneurs:**

One of the ways that we'll look at your type is to break it into one of the four following groups:

**The Scientists**

**The Healers**

**The Traditionalists**

**The Performers**

Your type is one of 16. But it falls into one of the four groups.

**The Scientists** - INTJ, ENTJ, INTP, ENTP

**The Healers** - INFJ, ENFJ, INFP, ENFP

**The Traditionalists** - ISTJ, ESTJ, ISFJ, ESFJ

**The Performers** - ISFP, ESFP, ISTP, ESTP

## THE SCIENTISTS

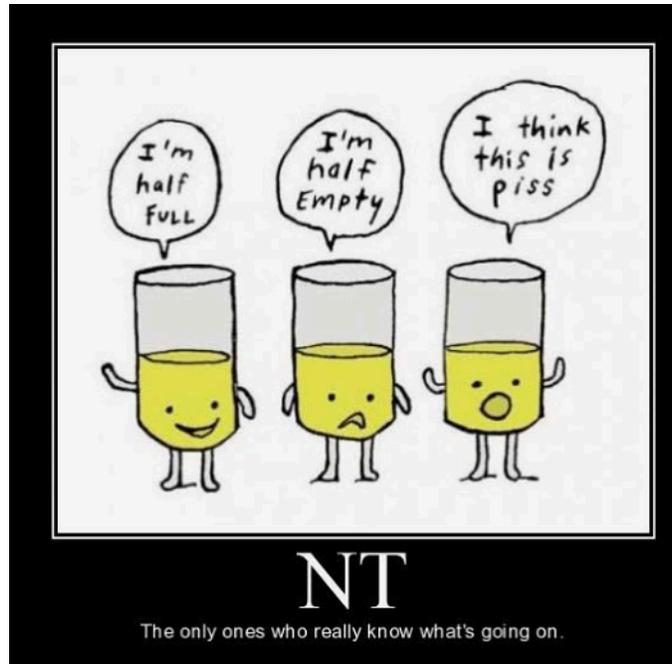
**INTJ, ENTJ, INTP, ENTP**

If you are an “NT” you are The Scientist!.

In one word, The Scientist type is all about: CONCEPTS.

The Scientist Type is an Objective Thinker and Interpreter.

The “NT” has the ability to see the big picture and deal with abstract concepts and ideas. Ultimately, they question everything including authority, the system, and even their own systems.



They also have an ability to see the internal logic and underlying principles behind why something works. This allows them to easily reverse-engineer and replicate.

They are problem solvers, easily seeing connections between two unlike things, and are tech-oriented.

Here’s where they tend to fall short...

Emotion... as in having any. They tend to experience emotion “logically,” if you will, and they definitely struggle with the concept or experience of empathy. If you’re writing your own copy, it may be something you want to let go of.

### **Famous NT’s:**

Tony Robbins - ENTJ  
Tim Ferriss - INTJ

## THE HEALERS

**INFJ, ENFJ, INFP, ENFP**

If you are an “NF” you are a Healer and a Helper.

In one word, the Healer type is all about PEOPLE.

“The Healer” type sees the world in possibilities, and tends to take an idealistic view of the world, with a desire to advance human interests. This has traditionally been done through charitable organizations and causes, but now the “NF” type can be seen more and more applying this through his or her business.

Think Oprah Winfrey (ENFJ).

They love people, and people readily love them. Healers are warm, friendly, intuitive, and empathetic. This makes for a great influencer, communicator, writer, or public speaker.

Think Marie Forleo or Gary Vaynerchuk.

If you are a Healer type, you’re going to thrive being around people as much as possible. Everyone has to find their own balance, but the Healer should look for ways to create offers that include human interaction... Live workshops and events, group coaching, masterminds, etc.

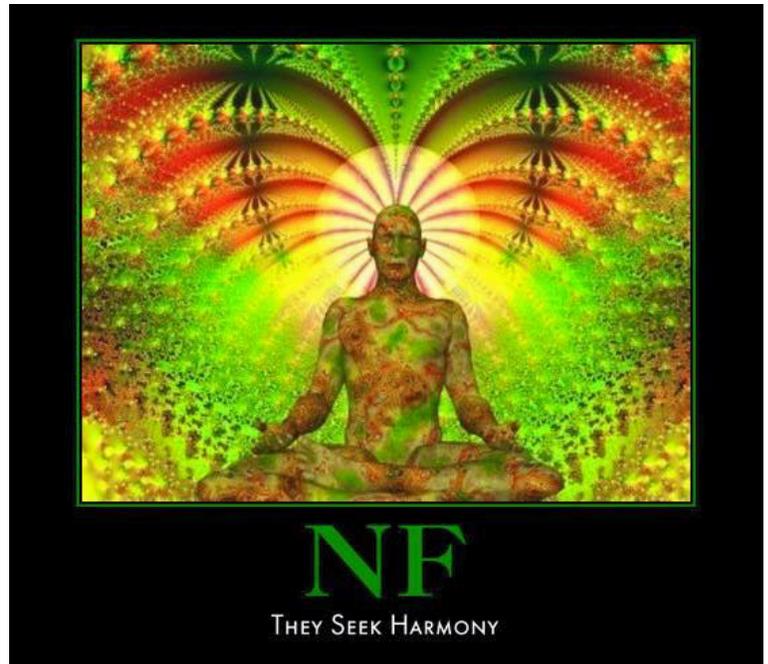
If you have opportunities to speak, and it resonates with you, DO IT.

When it comes time to sell, do it from a stage or a live webinar. That’s where you’ll thrive.

Your customers will naturally just want to be around you, so give them that opportunity!

Ok, and now for the “not so good” part...

If you’re a Healer, than you already know this: You and “tech” don’t work well together. If your day is spent working on setting up software, systems, websites and autoresponders,



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you might as well be trying to read Braille (unless you know Braille, in which case, you should substitute an obscure dialect).

The “introverts” can tolerate this a bit more, but an extraverted NF truly wants nothing to do with it... so, don't do it.

Find software that is simple and easy, and delegate those responsibilities to others.

Now... just because you aren't a left-brained techy doesn't mean you get to ignore the crucial numbers that measure the health of your business.

Quite the opposite. You need to spend more time learning this No business owner can ignore these valuable metrics.

The trick is, you just need to know the numbers, you can always hire others to calculate them.

Weakness #2 of the Healer: they easily internalize criticism and tend to take it very personally. This is your kryptonite. So, be careful.

## THE TRADITIONALISTS

**ISTJ, ESTJ, ISFJ, ESFJ**

If you fall into one of the four “SJ” types above, then you are a Traditionalist.

In one word, The Traditionalist type is all about PROCEDURE.

Everything they do has a procedure to it.

Now, it is of my personal opinion (and it’s an opinion that may sting a bit), that the Traditionalist is not an entrepreneur.

If you define an entrepreneur as someone who sees opportunity and possibility where others don’t, that’s not the Traditionalist. They are not comfortable “winging it” or blazing new trails, and are cautious about change.

The Traditionalist is the person you call in to manage the company (the entrepreneur started) in order to save the “start-up” from imploding.

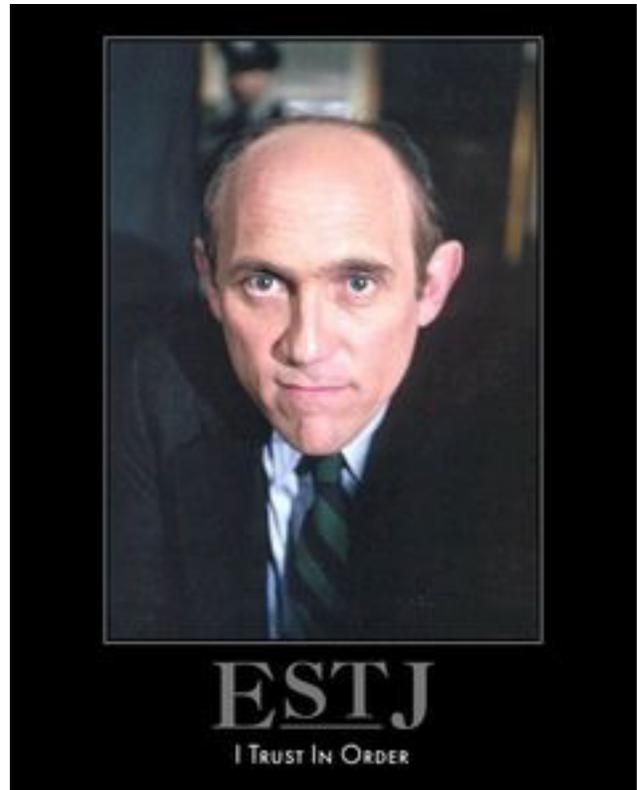
The “SJ” type is the manager type. They are the organizers of the world. They organize people, systems, structure... you name it. And they can do it with great precision.

They are practical, realistic, and structured.

Now, this isn’t to say that the Traditionalist can’t start, grow, or run a business. Quite the opposite. I believe that most Traditionalists will simply struggle at the idea/start-up phase of their business. They want to get on with RUNNING the business, not starting it.

They can turn a start-up into a well-oiled machine, and keep it running that way.

That being said, if the Traditionalist takes on a coach, course, or training system on topics that are new, foreign or different, they tend to THRIVE. They do what they are told, take action, and get stuff done!



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Some words that describe the Traditionalist:

Concrete, tactile, managerial, structured, dependable, detail-oriented, and action-oriented.

Two famous Traditionalist: Jeff Bezos (Amazon.com) and Warren Buffett.

## THE PERFORMERS

**ISFP, ESFP, ISTP, ESTP**

If you fall into one of the four “SP” types above, then you are a Performer.

In one word, The Traditionalist type is all about NOW.

In my opinion, the Performer is not a traditional entrepreneur. They tend to seek out careers that involve physical activity and performance.

They are GREAT in their bodies (athletic, graceful, etc.), and all about the present moment. This makes them the life of any party!

And although they don’t come “out of the box” with traditional entrepreneurial qualities, they do offer a unique set of skills that make them invaluable if they do decide to take the “self-employed” route.

Their type allows them to be extremely creative and effective problem-solvers. They are resourceful, and extremely gifted in the art of negotiation.

At the end of the day, they are PERFORMERS. So, the “SP” needs to be in front of people, whether it’s a webinar, a stage, or a networking room.

My favorite example to give here is my good friend Lewis Howes (ESTP). He was a pro-athlete (performer!) turned entrepreneur. Where does he thrive? Hosting webinars and speaking on stage.

The “SP” will have little patience for details (maybe even this .pdf!) and will be so focused on the here and now that they will struggle to see the big picture or the long range game.

Famous “SP’s” include:

Donald Trump  
Richard Branson

