

## **Business For Superheroes Podcast Transcription: Episode Sixty Five: Vomiting Rainbows: A Field Guide to Introverts**



\*In an industry stuffed with marketing bullshit, empty promises and shiny-suited liars, one woman's had enough. She knows what it's like to have the wrong clients, no money and no time for fun, but she also knows how to fix it, and, on the Business For Superheroes Show, she promises to tell the down and dirty truth about business, sales and running away with the circus! Here's your host: Vicky Fraser...\*

**Vicky:** Hello and welcome to the Business For Superheroes Show. Why are you rolling your eyes at me?

**Joe:** Why the voice?

**Vicky:** It's my voice!

**Joe:** It wasn't though, was it? That was like-- Okay, anyway, carry on.

**Vicky:** The thing is though, you've created this thing now where I don't know how to talk anymore.

**Joe:** Well not like that, clearly. Try another one.

**Vicky:** Ah, no! Screw this, screw everything. Hi. I don't want to talk to you now.

**Joe:** You've got to, for at least half an hour.

**Vicky:** Hi, welcome to-- I don't know! You do it.

**Joe:** Hi and welcome to the Business For Superheroes. I'm Vicky Fraser and this is my husband, Joe.

**Vicky:** That was rubbish. Hi. No, hello! That's how you do it. Right, okay.

**Joe:** Enough of that.

**Vicky:** You know what? I've got no idea what's going on now! I'm back in the UK briefly. I was in Ireland. So you're back today, which is great! We had to juggle things around last week because I went off to Ireland and we hadn't recorded the podcast.

**Joe:** Which was pretty poor planning.

**Vicky:** It was but it meant that I got to put Kim's interview up a week early, which was really cool.

**Joe:** It was cool. Hi Kim!

**Vicky:** Hi Kim! Which was an ace interview, so that's great. But I was in Ireland with all kinds of people, including Veggard!

**Joe:** Hi Veggard!

**Vicky:** We did [indistinct] drinking beer then! Hi Veggard - Veggard's in the mountains at the moment, skiing.

**Joe:** Ah man, I saw on facebook.

**Vicky:** Anyway, screw you Veggard. So this week we are talking about personality types.

**Joe:** Personality types.

**Vicky:** Yeah and specifically we're talking about introverts and extroverts because I am an introvert - Joe what are you?

**Joe:** I don't really know how I am classified to be honest. I do well in small groups, or one-to-one.

**Vicky:** See that's actually a really interesting thing to say because I don't like classifying people in neat little boxes either but people tend to be generally introverted or generally extroverted. It does depend on what situation you're in etc. but there's quite a simple test - there's a bazillion complicated

personality tests on the internet and loads of people claim to be a really rare anti-social type of personality, but there's a pretty simple test you can do for whether you are an introvert or an extrovert. Let me ask you this question, Joe: when you've been at a party, or a conference, or somewhere around loads of people, and it's been loads of people and loads of stuff going on and loads of interaction, when you get back will you still feel full of energy? Or are you knackered?

**Joe:** I'm quite likely to read a book and be quiet on my own.

**Vicky:** So you're probably an introvert then because I am - I love being around people and being at parties but I'm absolutely knackered when I get back. You know what it's like when we're out, we'll be like party, party, party and then a switch will flick and I'll be like, "Right, we need to go now".

**Joe:** We're going now. I hate these people!

**Vicky:** That's not true, I don't say that. But I do say, "We need to leave now".

**Joe:** That's my subtle cue to leave, now.

**Vicky:** But it's because I get completely wiped out, just completely over people.

**Joe:** So that's the simple test, is it? If, at the end of a party, you're energised by people, you're an extrovert. If you're knackered and want to wrap a damp towel around your head and read a book, you're an introvert.

**Vicky:** Pretty much. But like I said, I don't think you can really categorise people that easily because I think that generally people are more introverted or more extroverted, but there are situations where you might swing the other way - so to speak. By the way, I am neither shy, nor antisocial and I don't hate people at all. I love people and I'm not shy, I just find people exhausting.

**Joe:** It's tiring.

**Vicky:** It is tiring. It is.

**Joe:** I think most people find social interaction - I don't know, I think most people find social interaction with people they don't know, particularly if they're trying to be polite, or create an impression that isn't entirely natural, I think everyone finds that a bit tiring,

**Vicky:** I don't know. I don't think everybody does. I think that's your perspective from tending to be more introverted. Your mum, for example, doesn't have any trouble at all talking to anybody, ever.

**Joe:** You reckon?

**Vicky:** Yeah and nor does my mum for that matter.

**Joe:** Well your mum can't hear them usually, and possibly can't see them either so she just goes for it.

**Vicky:** That's not entirely true. My mum will talk to anybody happily. I've got friends who are extroverts - and by the way, this is going to be like an instruction manual for how to not bulldoze over us introverts, this podcast is. I've got friends who just will talk to anybody and I envy them that because it's--

**Joe:** It's a skill, isn't it?

**Vicky:** It is a skill.

**Joe:** Is it? Can you teach it? Learn it?

**Vicky:** Well, it's funny you should say that because I think you can, and I was going to talk about that later.

**Joe:** Okay, sorry for not reading the notes!

**Vicky:** No no, that's cool. Yeah you can learn it and what I think introverts do - you know how-- I love performing, I do pole stuff, I perform onstage in circus stuff. I want to vomit every time because it's terrifying but I love it. I love being out there and doing the performance thing. It's the same when I do my workshops and my talks in front of people.

**Joe:** Scary and stressful but brilliant.

**Vicky:** Yeah and I love, and so just because you're an introvert doesn't mean that you can't do that stuff. That was Joe's phone!

**Joe:** Poor skills.

**Vicky:** I can go to parties and be the life and soul of the part, but that's not my natural tendency. You learn it. Do you remember-- I was having a conversation with a really good friend of mine who was travelling and she found herself in the middle of nowhere in a cabin, with very few people who spoke English. She's quite extroverted so she gets her energy from other people. We were having a chat on the phone and she was like, "It's really great but I miss people". And I was like, "Ah, that sounds like my ideal holiday. A cabin in the middle of nowhere with no people and nobody to talk to for a few weeks." It was kind of funny but it got me thinking about the whole - I think what we do, as introverts, we watch extroverts and we mimic them.

**Joe:** Do we? Do you?

**Vicky:** [Laughs] Yeah I think so.

**Joe:** Really? I'm not sure I do.

**Vicky:** Well, maybe you're not an introvert. Maybe you're just like a Marmite man.

**Joe:** Yeah, I don't know. I think it's more complicated than you're an introvert or you're an extrovert. I think there's more shades to it and it's more circumstantial, and enthusiasm, and all kinds of different interact to make you be the person you are on that day.

**Vicky:** That's all true but whatever situation I'm in, if there are lots of people - I've never come away from a social situation feeling like, "I'm full of energy", I always come away thinking, "Now I need to be on my own".

**Joe:** Let me get into my hotel room and close the door.

**Vicky:** Yeah, so when I host my own events and workshops and things, part of me thinks, “I should be being the life and soul of the party because this is my thing” but then the other part of me is like--

**Joe:** Getting drunk and poking people in the eye. Hi Jon!

**Vicky:** Then the other part of me is like, “A) I’m running this event so I feel a responsibility about getting a good sleep, and B) It’s just not me.” It would be forced after a while and I don’t think that’s useful either. You can learn this stuff. The reason that I’m talking about this, or I wanted to talk about this, is because I got interviewed by a magazine called Wallflower a couple of weeks ago.

**Joe:** Wallflower?

**Vicky:** Wallflower. It’s a magazine for introverts - which made me roll my eyes a bit because I’m not a wallflower am I?

**Joe:** I don’t think so, no.

**Vicky:** Anyway, it’s always nice to be interviewed, so I was quite chuffed about that. About what it’s like to be a vaguely successful introverted entrepreneur.

**Joe:** Are you vaguely successful?

**Vicky:** Well they called me a successful entrepreneur, I’m clarifying it.

**Joe:** Wow, you’ve made it big time. You being featured in Wallflower magazine is almost as good as me being featured in Margarine Monthly. Which is a real thing and I really was!

**Vicky:** I don’t think you should mock people. They interviewed me and they put me in an article, and I think that’s cool. You can carry on mocking, screw you.

**Joe:** I’m not mocking. You’re implying that Margarine Monthly is some kind of bad thing.

**Vicky:** [Laughs] So anyway, they interviewed me and they asked me a few questions, and some of the questions were good and some of the questions made me roll my eyes a little bit because-- They picked an awesome photo as well! I told them to. They asked me what I do etc. What are my entrepreneurial duties, what I make of them and I basically told them that I help businesses to be more fucking interesting. But they also asked me, "Did being an introvert maybe have a positive or negative effect on starting a business?" And my answer to that is I don't know. I don't know what it's like being an extrovert starting a business. It's a crazy question, I have no frame of reference for that. I don't know, it was interesting though because it got me thinking about, "Okay, well how would I have done things if I was an extrovert? Maybe it would have been easier to go to networking meetings and do the whole rainbow vomiting on people's faces thing". That kind of thing.

**Joe:** Is rainbow vomit obligatory at networking meetings?

**Vicky:** No but there's this meme on the web of net and it's that - right now I'm showing Joe the meme on my computer screen.

**Joe:** So you've got two stick people - one of whom has the words ENFP (I don't know what that means).

**Vicky:** It's like an extrovert personality type.

**Joe:** Oh okay, and they are shouting a rainbow all over the INTJ.

**Vicky:** Which is like an introverted personality type. I think I am like INFP or something, I came out as. Anyway, that kind of sums up how introverts feel in a room full of extroverts - or how I feel ( I don't want to speak for all introverts everywhere). How I feel when I'm with an extroverted person. I feel like I'm being bombarded with energy.

**Joe:** By demands and questions.

**Vicky:** Yeah by demands, not so much by energy, because what I feel is - this is going to sound really awful because extroverts are amazing people, they're just different, but they get their energy from other people, from being with

other people. Whereas introverts get their energy from being alone and being solitary. It's like extroverts are sucking the energy out of me, in a kind of rainbow face-hugger kind of way - but in the nicest possible way, it's not a deliberately, "I'm going to destroy you". That's why we're talking about this this week because I did this interview and then I was thinking about it really.

How many business owners are introverts and extroverts, and does it make a difference? Then I happened to catch a podcast by John Carlton and Kenny Rogers, and they were actually talking about this. It's like the whole red car thing - you buy a red car and suddenly there's red cars everywhere. I was thinking about being an introvert and suddenly there's stuff about introverts everywhere. So I learned quite a lot of stuff from it actually. I haven't finished listening to it yet but it's very interesting and they told me that psychologists think around 30% of people are introverts. So there's more extroverts around vomiting rainbows all over us than there are introverts. The world's set up for extroverts as well, certainly in the Western world, we seem to value extroverts more.

**Joe:** I guess extroverts are possibly more likely to ask for things - be it help, or a pay rise, or that job, or the opportunity to do something. Whereas the introvert is a bit more likely to be reticent about requests and suggestions and demands. Which probably means that more opportunities come the way of the extrovert.

**Vicky:** Maybe, yeah. And it's not, perhaps, that we're reticent about it, it's just that we quietly keep our heads down and get on with it. We're perhaps not noticed as much - so not even that you don't ask for it because I'm not as shy about asking for what I want now. Although I don't think that's anything to do with being introverted or extroverted, I think it's that I have more confidence, which is nothing to do with introvert or extrovert.

**Joe:** You don't think?

**Vicky:** No, I don't think so.

**Joe:** I'd have thought there was some correlation there.

**Vicky:** Correlation is not causation.

**Joe:** I didn't say there was any causation there.

**Vicky:** [Laughs] Anyway, I was listening to this podcast with John Carlton and Kenny Rogers, and it was really interesting because they've been in the copywriting game probably longer than I've been alive. John Carlton is--

**Joe:** That's going to make them feel great.

**Vicky:** Well, they're grown ups. John Carlton is legendary - proper legendary - and he reckons that most of the top copywriters that he's ever met and worked with have been introverts, which is interesting. He's really careful not to say you can't be a good writer if you're an extrovert, that's nonsense of course you can be. But he was positing that maybe it's because introverts are more analytical and introspective, and because we spend less time socialising and rainbow-vomiting on everybody, we spend more time going over stuff that we've seen and heard--

**Joe:** Considering people's emotions and motivations.

**Vicky:** Yeah, and that's not to say at all that extroverts don't consider other people's feelings and emotions, but I think--

**Joe:** But they don't. They're just shouting rainbows all over the place, sucking up your energy.

**Vicky:** [Laughs] Bulldozing us. Yeah, it's not like one personality type is clever and one isn't, or one is deep and one is shallow. It's nothing to do with that. It's about how you get your energy. We're actually wired differently, which is really interesting. The front part of my brain is most active and stimulated by solitary activities - like listening to music, or reading a book, or sitting and chilling out, or going for a run.

**Joe:** Whereas extroverts are all wired up to be social.

**Vicky:** Yeah so that's the back part of their brain that's most active, and that's stimulated by sensory events coming from the outside world. They get their stimulus from the outside world. And apparently, extroverts need more

dopamine than introverts do as well. We get our dopamine highs from a lower level, which means - you could say that maybe that explains how thrill seekers are all extroverts.

**Joe:** I'm not sure that's true.

**Vicky:** I'm not sure that's true either. It's interesting isn't it? I was thinking about this, I was thinking I tend to choose sports and things that are very solitary. I hate the gym for many reasons - not just because there are other people there. Trapeze and pole and running and yoga, and it tends to be quiet, introspective stuff.

**Joe:** But then you'll also smash motorbikes around tracks and climb - those are not introspective, quiet little things.

**Vicky:** No, so it's interesting. I think everyone is a lot more complicated than just being lumped into one category or another. But I do think it's interesting to think about - from the point of view of being a marketer, or a writer, or a business owner who has to sell because I think that the introspective, watchfulness of introverts perhaps makes it easier to empathise with people.

**Joe:** Maybe.

**Vicky:** It's not that you can't be a really good sales person if you're an extrovert, of course you can be.

**Joe:** Again there's probably a difference between a salesperson and a copywriter.

**Vicky:** Well not really because copywriting is salesmanship in print. That's all it is.

**Joe:** I don't know.

**Vicky:** To sell well you have to be able to empathise - do you not remember that whole series of hostage negotiation?

**Joe:** I do remember all of that. Every last word of it. But thinking about salesmen, I'm thinking about people who talk and get on with people really well, and are really enthusiastic about the thing they're selling. They have all kinds of skills and techniques etc. but they're usually quite extroverted.

**Vicky:** But are they though, really? You don't know how energised they're feeling when they get home. Perhaps they go and wrap a damp towel around their heads. It's what I'm saying, we learn this stuff. We learn behaviour - when you're a child you learn acceptable social behaviour, and certainly the Western world tends to favour - well, not favour but it seems to hold in high regard people who are extroverts. Whereas if you go to the far East, like China and Japan, they're much more reserved.

**Joe:** Much more meditative and thoughtful.

**Vicky:** Exactly. I think that we learn behaviour. I don't know how many introverts and extroverts there are in the far East but I bet there's an awful lot of people who've learned a behaviour because that's the acceptable behaviour. That's what I was getting at there. I just find the whole thing really fascinating, personality types, and whether somebody who is introverted would find it easier to get inside the heads of the people they're trying to sell to. But then they face other challenges, like they find the social stuff hard.

**Joe:** Maybe extroverts are just so busy flapping their gums that they never pause for thought, and never notice what motivates anyone else - that seems to be my experience anyway. Send them an email.

**Vicky:** I would like to point out that I actually really like extroverts.

**Joe:** Oh, me too.

**Vicky:** And I'm, surprisingly for one, not the one being an arse about an entire group of people! There's more of them than there are of us, Joe.

**Joe:** It's alright, I can take 'em.

**Vicky:** But it got me thinking who else is introverted and famous, and there's loads of people that you wouldn't even think were, like David Letterman and

Johnny Carson, who are big personalities. Like okay, so what's your Saturday night going to be? People who pull people together and make things happen, it's like David Letterman and Johnny Carson: introverts. Bloody Pete Townsend who used to smash his guitar to bits onstage and then he'd go and sit in a quiet room afterwards because he was an introvert apparently. Did all the songwriting and everything. And then you've got Keith Moon who was clearly an extrovert. But that's another thing that John Carlton and Kenny Rogers were saying. People who have problems with drugs - pop stars and rock stars and things - they tend to be extroverted because it's like, "Ah we're going to have fun with all these people and do the thing". They were saying, you know when you were little and your mum says, "If all your friends went a jumped off a cliff, would you do the same thing?" The extroverts would. Not because they're stupid lemmings, or sheep or anything, but just because it's a kind of social thing. Whereas introverts would be a bit more like, "I'm not sure that's a very good idea". And would have to be pushed.

**Joe:** Interesting thoughts.

**Vicky:** Other famous introverts: Steves Jobs and Wozniak.

**Joe:** Steves Jobs?

**Vicky:** Steves Jobs and Wozniak - Steve Jobs and Steve Wozniak. Pluralising Steve for comedy and--

**Joe:** Fail.

**Vicky:** Bill Gates, Isaac Newton - but he was a weirdo --

**Joe:** Why was he a weirdo?

**Vicky:** Oh he was so strange. Honestly, read about Isaac Newton, he was a very strange man.

**Joe:** He did experiments on his own eyeballs didn't he?

**Vicky:** That's not the only reason he was really strange because a lot of scientists did weird experiments on themselves because they didn't have

anyone else to experiment on. But he was weird for many reasons. Who else? Mark Zuckerberg, Steven Spielberg, Abraham Lincoln, Albert Einstein--

**Joe:** Well he was a patent clerk wasn't he? So he was bound to be an introvert!

**Vicky:** I love your logic process there. JK Rowling, Barack Obama.

**Joe:** Barack Obama is kind of surprising.

**Vicky:** Yeah but there you go. So we rule the world basically, us introverts.

**Joe:** They certainly look like achievers out of that list.

**Vicky:** Yeah, well there are theories that we sit quietly in the background turning wheels and making things happen.

**Joe:** Pulling the levers.

**Vicky:** Pulling the levers, like the Wizard of Oz.

**Joe:** Like those octopuses inside goats.

**Vicky:** Yes. So we learn to mimic extroverts I think and that's how we learn how to behave to be accepted. I think it's really useful to study people. If you want to run a business and you want to sell your product, or somebody else's product, you have to study people. You have to.

**Joe:** You have to at least understand what motivates them and what their problems are, what they're thinking about.

**Vicky:** Well actually, I think it goes deeper than that. I think you have to be fascinated by people. I think if you really want to do well and you really want to be successful - especially if you want to be a copywriter, or do somebody else's marketing. You have to be fascinated by people. You don't even have to be an amazing writer, you have to understand what makes people tick - really deeply understand it. There's nothing more interesting than that for me, apart from quantum physics.

**Joe:** But quantum physics does not buy anything.

**Vicky:** No, that's just for fun. And jellyfish, they're interesting.

**Joe:** They're shit at paying their invoices is what I've heard.

**Vicky:** They really are shit, yeah. All of this interest in sitting and watching - just watching people and observing. I love people watching in airports. It's all really good for building empathy and think maybe extraverts find it more difficult to do that - harder to get into other people's heads because they're so busy having fun and doing the extrovert stuff.

**Joe:** Do you think you're stereotyping extroverts here? We're going to get a million emails from extroverts who are offended?

**Vicky:** If they're offended then frankly they can fuck off!

**Joe:** Don't be offended extroverts!

**Vicky:** Well no, don't. Neither of us has said anything-- honestly, there are things in the world to be offended by, like abuse being hidden in the Catholic church and genocide in Rwanda. Stuff that's actually bad. If you're going to be offended because two people on a podcast have said actually nothing offensive at all about extroverts, then frankly I can't help you. But what I am interested in is people getting in touch and telling me whether they think they're introverts or extrovert, and telling me what they think about this. This is all psychology, it's all subjective anyway. They can look at the parts of people's brains that light up and say yes, introverted brains work slightly differently, because that's an observable, testable experiment. But all of the other fuzzy stuff, like you say we don't fit easily into specific categories. It really interests me, so if you're listening to this and think, "I don't feel like I'm an extrovert, but I'm energised by people", then that's really interesting to me. Tell me about it.

**Joe:** Tell us more.

**Vicky:** Yeah, tell us more, for two reasons: firstly because I find it fascinating and secondly because it'll help me to sell you stuff! No but it's true. I laugh

when I say that and people, might be a bit like, “Meh” but if you run a business and you sell to people, you need to be looking at this kind of thing. If you’re not then you’re never going to do well enough to - it depends what your goals are I suppose. Maybe you’re happy wobbling along. I don’t know. Anyway, how long have we been--

**Joe:** No idea.

**Vicky:** No, me neither. Oh 25 minutes, that’s just about right isn’t it?

**Joe:** Jeepers!

**Vicky:** Basically, tell us: are you an introvert or an extrovert? How does it affect you? - which is a stupid question because-- What are you pointing at?

**Joe:** You haven’t noticed I’ve had a haircut.

**Vicky:** I really have not, it looks very nice.

**Joe:** I’ve had a haircut. Screw you. Anyway, carry on, back to the podcast.

**Vicky:** And you’ve had a shave.

**Joe:** I have.

**Vicky:** In my defence I’ve seen you for like 30 seconds. Did you have your hair cut today? Well I saw you for 30 seconds before we both went out.

**Joe:** Fine. See, if I’m offended at this - by you not noticing these kinds of things - that means when you’re offended when I don’t notice you’ve had a haircut, it’s like a no-score draw. We’re okay.

**Vicky:** Yeah but I don’t care if you’ve noticed whether I’ve had a haircut or not.

**Joe:** I’m not going to.

**Vicky:** So you’re deliberately not going to notice that I’ve had a haircut? And I present to you, dear listener, the inner workings of Joe’s mind. Right then, tell

us: are you an introvert or an extrovert? How does it affect you? How would you know? You can read my interview with Wallflower magazine online, if you're interested at: [tinyurl.com/superintrovert](http://tinyurl.com/superintrovert) - because their URL was ridiculous, honestly. Look at it.

**Joe:** Oh jeepers, okay we can't read that out.

**Vicky:** [tinyurl.com/superintrovert](http://tinyurl.com/superintrovert) Next week we're talking about stress.

**Joe:** Are we?

**Vicky:** Yeah because people think it's no big deal, but it really is. It'll make your heart explode. We'll also talk about my exciting trip to Cleveland, Ohio.

**Joe:** Cleverland?

**Vicky:** yeah, I've always called it Cleverland, ever since I was little. It kind of looks like Cleverland. It might be snowing there! Which is very exciting. So what do I want you to do this week? I would like you to join the Inner Circle - not you. Why do I want people to join the Inner Circle? Because frankly it's -- I've had so many amazing emails from my guys the last couple of weeks.

**Joe:** You've had some nice ones the last few weeks.

**Vicky:** Yeah and I don't really know why. I guess because--

**Joe:** They get value.

**Vicky:** They do get value and I love them. It's a safe space for ideas and getting your arse kicked to do more and achieve more. The right stuff, not just generally busy work. We'll talk about busy work next week as well. I will help you get focussed on the right thing, and put your energy and resources into the place most likely to get results. And I will help you get rid of that panicky, tight feeling in your chest that you get when you kind of don't know if you're on the right track or not, and you're spinning around. You've got that slightly amphetaminey, "Blehh" bouncing from thing to thing going on, like, "I know I need to get stuff done but I don't quite know what I need to do and wahh".

**Joe:** Straighten it all out.

**Vicky:** I will help you straighten that shit out because I have been there, I have done that and I know what doesn't work, and I know that it's strategies and principles, and I know how to get you to put your focus in the right place. And I will get you fucking doing that as well.

**Joe:** [www.businessforsuperheroes.com/innercircle](http://www.businessforsuperheroes.com/innercircle).

**Vicky:** Have a splendid week, guys. If you can't have a splendid week, I would like you to try.

**Joe:** Take a deep breath, write a list, cross things off as you do them.

**Vicky:** Prioritise them first because otherwise you might be doing shit for the sake of it.

**Joe:** Don't do anything worthless. Do the stuff that makes the difference.

**Vicky:** You know what? If you don't know what's worthless and what isn't worthless, bloody join the Inner Circle and I will help you sort it out. I will help you sort it out, I promise that you will feel better and calmer and clearer. Anyway, thanks very much Joe, that's been interesting.

**Joe:** No worries, it has.

**Vicky:** Bye!

**Joe:** Bye!

\*Like what you've just heard? Tell your colleagues, tell your friends. Send them to <http://www.businessforsuperheroes.com/podcast/>