The 4 Engines

Lead Engine Method | Speak Their Language

Every engine is different. Every engine *works*. The question is: are you using the right fuel?
Understanding which engine drives your audience changes everything about how you communicate



Jaguar E-Type
The Visionary
Always 3 Steps Ahead

- Ideas first, future focused
- Moves fast when excited
- Bored by detail
- Buys on vision and possibility

Their Fuel
Big picture. Bold possibility.
What could this become?

Lead with transformation.
Show destination first.



Aston Martin DB5
The Connector
Magnetic, Memorable.
In Every Room

- People first, energy driven
- Buys through belonging
- Needs to feel seen
- Your best referrer

Their Fuel
Stories. Community.
Who else is in the room?

Tell them a story.
Show them who belongs here.



Land Rover Defender
The Steady Engine
Goes Anywhere.
Never Breaks Down

- Values driven, loyal
- Takes time to decide
- Dislikes pressure tactics
- Stays for the long run

Their Fuel
Trust. Consistency.
Is this right for me?

Don't rush them. Be honest
Let them come to you.



Rolls Royce Silver Shadow
The Analyst
Nothing Approximate.
Nothing almost right.

- Detail obsessed, thorough
- Reads everything first
- Dislikes hype/vague claims
- Buys on evidence & clarity

Their Fuel
Proof. Structure. What
happens, when and how?

Give specifics. No waffle.
Evidence over enthusiasm.

WARM ON THE OUTSIDE

DB5 | Connector · Defender | Steady

- No pressure, I thought of you
- Here's why it might help
- A story or a person they can relate to
- Warmth before information

RIGOROUS UNDER THE HOOD

E-Type | Visionary · Silver Shadow | Analyst

- Here's what it is, here's what you get
- The outcome is built for
- The clear next step
- Specifics that prove you know your craft

Your Complete Message

Include all four elements - in any order

1. **THE VISION → E-Type**
   Where does this go? What's the big possibility? What could this become?

2. **THE HUMAN STORY → DB5**
   Who is this for? Who else is here?
   A relateable moment or transformation.

3. **THE VALUES & PACE → Defender**
   Is this right for me? No pressure.
   Here's who it suits, and who it doesn't.

4. **THE SPECIFICS → Silver Shadow**
   What's included. What happens? When?
   The clear, evidenced next step.