



**MEET THE  
INSIDE8™**

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# DISCOVER. RELATE. CONNECT.™

Human personalities tend to fit into eight distinct groups, which we call the **Inside8™**. To give you a better idea of what these personalities are like, we borrowed a little information from the in-depth personality assessments available through our site, **inside8.com**.

# Primal Enterpriser®



**IN SHORT:**

HIGHLY ACTIVE | TASK ORIENTED

## THIS GROUP CAN MOST DEFINITELY TAKE CARE OF BUSINESS.

Many personality tests reduce people to a jumble of letters—something we actively avoid with Inside8™. Still, if the **Primal Enterpriser®** could be accurately described using only initials, we'd go with TCB. That's because this self-confident individual can most definitely take care of business.

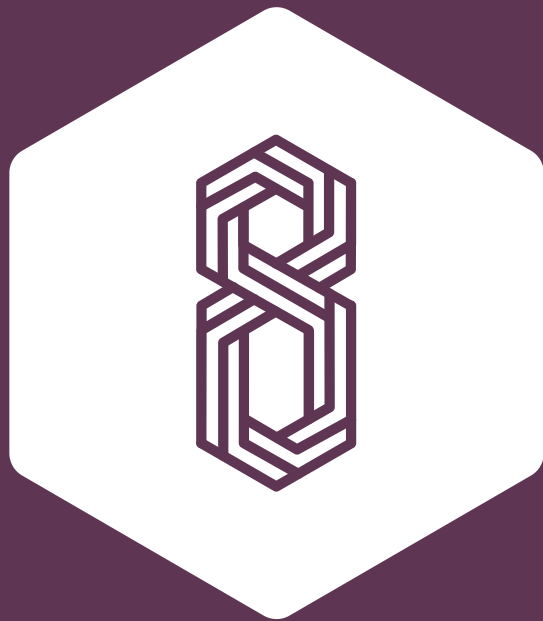
Generally speaking, the only thing the **Primal Enterpriser®** enjoys more than making to-do lists is checking off each item once it's done. Each day is an opportunity to welcome new experiences, accept new challenges, and devise new ways to succeed. Members of this group usually achieve the most success when collaborating with others and seeking advice from trusted friends and advisors.

NEXT PAGE: **PRIMAL GUARDIAN®**





# Primal Guardian®



**IN SHORT:**

**SOCIAL PROTECTORS |  
HIGH ENERGY**

## THE LEAST LIKELY TO POST SELFIES ON FACEBOOK.

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The **Primal Guardian®** is quite possibly the least likely of the Inside8™ personalities to post selfies on Facebook. People in this group tend to care first and foremost about others, placing family, friends, and community ahead of themselves.

In order to sustain this approach to life, the **Primal Guardian®** needs time alone. Too much social interaction can come at the expense of personal needs, and a lack of reflection might lead to rash decisions. By setting aside a healthy amount of “me time,” the **Primal Guardian®** can continue to thrive socially, forging lifelong relationships and making new acquaintances.

NEXT PAGE: **PRIMAL HARMONIZER®**



# Primal Harmonizer®



## IN SHORT:

SEEK BALANCE | RELY ON  
INGENUITY AND CREATIVITY

## GOOD VIBES— THAT'S WHAT THE HARMONIZER IS ALL ABOUT.

People in this group often believe that society places too much emphasis on outer beauty, and that instead of big houses, personal awards, or other trappings of success, true accomplishment comes from an internal sense of happiness.

This isn't to say that **Primal Harmonizers®** are caught up in themselves. Quite the opposite. In group settings they often act as peacemakers, facilitating discussions in order to help people with differing views find common ground. In fact, many **Primal Harmonizers®** love unity and peace so much that they're tempted to ignore conflict altogether—something to keep an eye on.

NEXT PAGE: **PRIMAL HOLISTIC®**



# Primal Holistic®



**IN SHORT:**

RESOURCEFUL | AUTHENTIC

## PEOPLE IN THIS GROUP ARE OFTEN QUITE COMFORTABLE ON THEIR OWN.

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If FOMO is the fear of missing out, the **Primal Holistic®** is completely fearless. People in this group are often quite comfortable on their own, whether shopping, cooking, reading, gardening, or listening to music. Despite their solitary inclinations, **Primal Holistics®** thrive when they share their hobbies, projects, and passions with others.

In relationships, **Primal Holistics®** frequently become creative catalysts. They have the ability to inspire family and friends by sharing their hobbies and skills. This movement from privacy to sharing is important. It represents a transformation from the solitary to the social—and that's what keeps the **Primal Holistic®** truly whole.

NEXT PAGE: **PRIMAL IDEATOR®**



# Primal Ideator<sup>®</sup>



IN SHORT:

CONFIDENT | “IDEA PEOPLE”

## PRIMAL IDEATORS<sup>®</sup> ARE OFTEN THE QUINTESSENTIAL “IDEA PEOPLE.”

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As the name implies, **Primal Ideators<sup>®</sup>** are often the quintessential “idea people.” This group includes leaders who can envision and articulate big-picture concepts. Also, **Primal Ideators<sup>®</sup>** tend to exude charisma, and others instinctively follow their lead.

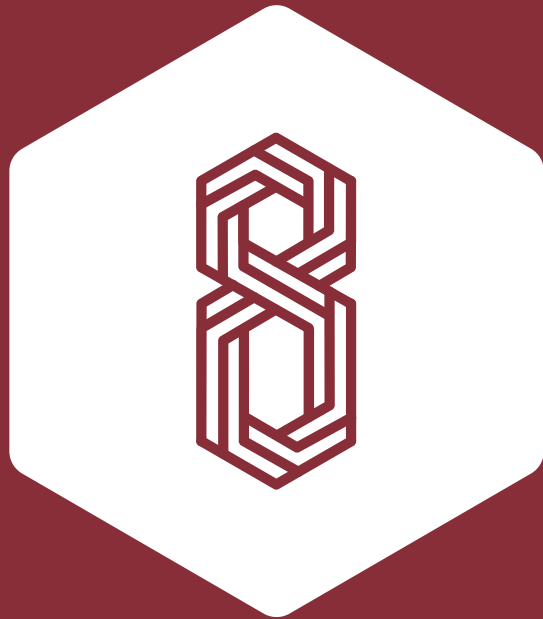
When it comes to the nitty-gritty details of how to transform a big idea into reality, the **Primal Ideator<sup>®</sup>** often defers to other people. This dynamic works well as long as the **Primal Ideator<sup>®</sup>** keeps in mind that those other people are indeed people, with their own unique feelings and needs. By remaining mindful of everyone around—whether coworkers, family members, or friends—the **Primal Ideator<sup>®</sup>** can lead the dance without stepping on toes.

NEXT PAGE: **PRIMAL INDIVIDUALIST<sup>®</sup>**





# Primal Individualist®



## IN SHORT:

SEEK THE BEAUTY IN LIFE |  
HELP OTHERS

## PRIMAL INDIVIDUALISTS® HAVE AN UNERRING SENSE OF DUTY.

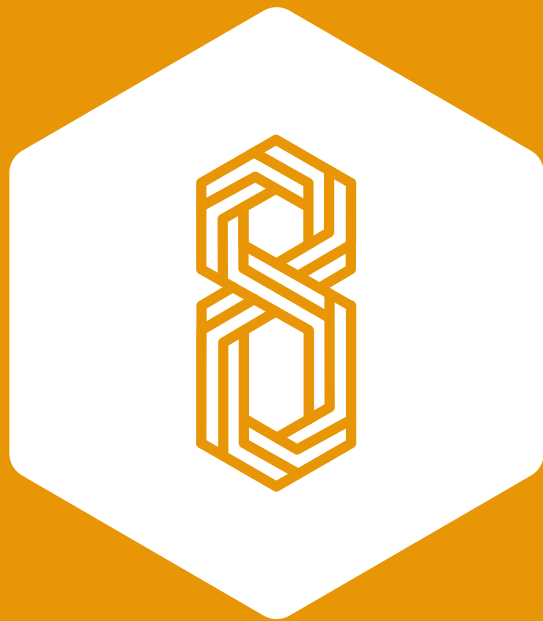
To the untrained eye, the **Primal Individualist®** might look like a contradiction. Although people in this group generally value individuality over group membership, they nonetheless treat the well-being of others as a priority. Volunteer work, community service, and caregiving are often hobbies, if not passions.

How could someone who is an individualist be so focused on others? The answer involves the **Primal Individualist's®** unerring sense of duty. These are not people who make plans; they make commitments. Those commitments often involve the wider community and interpersonal relationships. As long as **Primal Individualists®** make sure to ask others how they can help—rather than assuming that their own ideas are best—all is well.

NEXT PAGE: **PRIMAL NOURISHER®**



# Primal Nourisher®



IN SHORT:

FOCUSED ON SELF IMPROVEMENT

## THIS GROUP HAS A WIDESPREAD LOVE OF EXERCISE.

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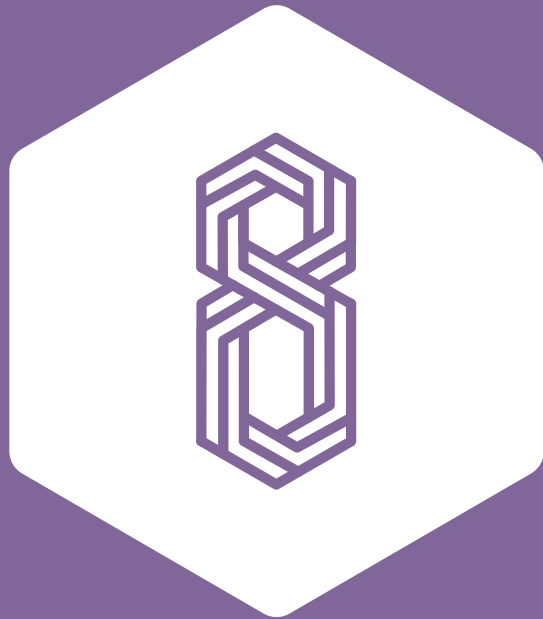
Camping, walking, hiking, mountain climbing ... just talking about the hobbies that many **Primal Nourishers®** enjoy can be exhausting. This group's widespread love of exercise is a form of self-nourishment. By first focusing on their own physical health and mental well-being, **Primal Nourishers®** can then care for others.

Healthy relationships are two-way streets, and **Primal Nourishers®** are known for doing their part to create and maintain strong bonds. Given their self-sufficiency, people in this group can sometimes be tempted to decline help, insisting that they can handle everything on their own. But when **Primal Nourishers®** accept support with the same graciousness that they give it, their relationships flourish.

NEXT PAGE: **PRIMAL ORIGINATOR®**



# Primal Originator<sup>®</sup>



## IN SHORT:

PERSONAL FREEDOM | CREATIVE |  
CARING | FORWARD-THINKING

## PERSONAL FREEDOM IS ALL IMPORTANT.

For many **Primal Originators<sup>®</sup>**, personal freedom is all-important. People in this group often achieve that sense of freedom through planning. By taking stock of the future—whether planning for finances, estates, retirement, or even a friend’s birthday party—**Primal Originators<sup>®</sup>** can create a framework that allows them to excel.

When **Primal Originators<sup>®</sup>** break away from planning-mode long enough to appreciate the world around them and express their creativity and sense of caring, they get reinvigorated. Suddenly the world is once again full of rich relationships, professional opportunities, and renewed personal interests, all of which present possibilities for the future, and thus more chances for planning.

# Which group is yours?



Which personality group reminded you the most of yourself? What about your closest friends or romantic partners? Share this eBook with them and ask, “Which of the **Inside8™** are you?” See if their answers match up with what you think.

For more information on **Inside8™**, including which personality groups are the most compatible, and how conflicting personalities can co-exist and even thrive together, go to **inside8.com** and take the test.

After you take the test, you can become one of the “faces” of **Inside8™** by sharing your photo and personality group. We’ll be profiling real stories of people who make up the Inside8™ on future website posts. Email us at **info@inside8.com** to share your motivational story and include your photo and personality group if you’d like to be featured in a future post.