

# Mariner Marketer

via TheNauticalLifestyle (TNL)



## Social Media and The Four Personalities! Which one are you?

Over the years, I have studied a lot of different personality types written by authors such as Florence Littauer, Dr. Robert Rolm, and Les Parrott III. Not much has been written on the personality traits with regards to social media, but one thing is for sure - both introverts and extroverts use social media differently.

Introverts, on the other hand, are more shy and quiet. Their statuses only have information that is necessary and even that's a stretch at times. Introverts are best at research and writing content for social media than writing the actual status lines and engaging others.

Extroverts tell a joke, write what they've done every second of the day and so on. To them, they have lots of friends to talk to and who care. This is why when you talk to your friends or even look online to see what's happening with Facebook, LinkedIn, or Twitter there are some statuses full of information that most of us don't care to read.

Going along with introverts and extroverts are other personalities types as well. Let's take a look at four of them and see which one(s) you relate to:

1. **A types** - known as aggressive, rugged people. They don't like using social media unless they can see the benefits of it. Also, if it's something that takes time to learn, forget it - it won't happen.
2. **Artistic and creative types** - you love learning new things and interacting with others. It's just another way to have fun.
3. **Detail oriented types** - uses social media strictly for business purposes, and may be teased by their artistic and creative friends for not using it socially as they do.
4. **Empathetic and sensitive types** - they feel the world already has enough bad news pushed on people, so they find the "feel good" stories and share these with others as they run across them. The human touch is preferred over machines.

As I wrote this article I had a good chuckle when I ran across my personality (s). It's funny how true they are. Did you recognize yours and/or others you know?

In This Issue  
Note from Robin  
Feature Article  
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Hello,  
This issue is being sent to  
you courtesy of:

Robin G. Coles  
TheNauticalLifestyle.com

It is our way of say we  
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feel would benefit from it. I  
just ask that you pass this  
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entirety. Enjoy!

From the desk of:  
Robin G. Coles

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast. Summer is officially over, boats are being stored for the winter, leaves are turning brilliant shades of red, yellow and orange.

Summer turned out to be pretty decent with at least a dozen sails as crew on six different boats - Jeanneau 39, Tartan 33, 34, Catalina 30, 38, and Beneteau 32. I became a full-

## Special Offer:

Buy a copy of our newest book: Boating Secrets: 127 Top Tips to Help You Buy and Enjoy Your Boat and get a complimentary CD on Heavy Storms/Bad Weather by Timothy Wyand

<http://TheNauticalLifestyle.com/BoatSecrets.html>

## Monohulls vs Multihulls

Guest Article by Brian Hancock

Is it possible to build a monohull that can sail faster than an equal size multihull? For most people the answer would be a simple and probably quite empathic "no". Well just wait and see. SpeedDream, the quest to build the world's fastest monohull, is about to change all that. Here are some simple things to ponder.

Multihulls get their speed from low drag (once the windward hull is flying) and massive stability which allows them to carry a lot of sail. With this in mind, let's conceive a monohull that does the same thing. SpeedDream has a narrow, wave piercing hull with flat aft sections and is designed to sail at a 25 degree angle of heel. It also has a canting keel that cranks 70 degrees to windward meaning that once the boat heels to its designed angle of heel, the keel comes completely out of the water i.e.: no drag, no resistance, maximum righting moment. Think of the keel then as the windward hull of a catamaran, except that it's only purpose is to add stability; multihull kind of stability.

Now let's look at the "hull" that is left in the water. The leeward hull of a catamaran is slab sided with a rounded bottom, hardly a planning surface. SpeedDream, on the other hand, is a purpose designed planning surface. Add to this a lifting foil that extends perpendicular to the hull to provide an amount of lift that reduces the boat's displacement by 30%. You can't do this on a multihull because of the geometry of the hull.

Suddenly you have a monohull that matches the stability, (read power) of a multihull, a "leeward", hull that is a narrow planning surface instead of a rounded one, and a lifting foil that reduces displacement. Now you have a monohull that has what any multihull has, only a lot more. Still think that you can't build a monohull that will sail faster than a multihull?

For more information about SpeedDream goto:

<http://www.speeddream.org/site/>

## Save the Date: Thursday, November 10, 2011

### Nautical Lifestyle Business Expo

Just in time for the holidays, whether you've got products to sell or looking for that special gift - the Nautical Lifestyle Business Expo is the place to be.

From 4:00pm - 9:00pm, meet and see approximately 20 businesses that have marine products for sale. And, if that's not enough, you can shop at our virtual business expo for a whole week after and receive the same great prices.

If you'd like to exhibit at our show, we have 3 levels of sponsorship

fledged member of Pelagic Sailing Club and this year's Newport Boat Show had a lot of new faces, gorgeous weather and great turnout.

Just finished celebrating Rosh Hashana and Yom Kippur, the Jewish New Year. Now it's time to buckle down and prepare for the winter projects. First one is a holiday shopping spree November 10th specific to the Nautical Lifestyle.

**Happy Halloween!**

then fill out the form and get it back to me before the end of October.  
It's first come, first serve and there are only 20 booths available. All  
details on the flyer.

<http://thenauticalifestyle.com/PDFs/TNLBizExpo.pdf>

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