



Demographics:

- Age - Gender
- Education
- Marital status/children
- Household income
- Open to product line

Psychographics:

- Biggest Fear, Frustration, Pain
- Wants, Needs and Hot Buttons

Positive qualities:

- Circle of influence
- Willingness to refer – network with and for you
- \$ resources and willingness and desire to BUY
- Loyalty to you and your product line