



Ideal Business Partner

Demographics

Age, Gender:

Education:

Marital Status, Children:

Household Income:

Work Experience, Job Title, Background:

Years of Experience:

Psychographics

Biggest Fear, Frustration, Pain:

Wants, Needs, Hot Buttons:

Positive Qualities

Work Ethic, Personality Traits:

Desire, Why, Commitment:

Resources, Time, Money, Support:

Coachable, Teachable:

Mental and Emotional Maturity: