

**OVERALL:**

- Kind to a fault
- Others first
- Self sacrificing
- Constant volunteer
- Great listener

**SOCIAL:**

- Others first
- The "Mom" to everyone
- Super positive
- The "go to" friend
- Only has kind words

**RELATIONSHIPS:**

- No boundaries
- Will destroy self for others
- Nurturer
- Sentimental attachments
- Ultimate giver

**STYLE:**

- Soft and approachable
- Sentimental
- "Sweet"
- Bright colors
- Never a threat

**MINDSET:**

- Helper
- Sweetheart
- Service to others always
- Planner
- Can never be the "bad guy"

**BUSINESS:**

- Underprices themselves
- Not about them
- Service first
- All about the relationship
- Not about the money