

**OVERALL:**

- Direct
- Passionate
- Others won't get in their way
- Clear communicator
- Known

**SOCIAL:**

- Extroverted and introverted
- Heard before seen
- Statement making
- Social on purpose
- Business/passion first

**RELATIONSHIPS:**

- Knows lots of people
- Connects with few
- Always have a purpose
- Must be Win Win
- Dislike "needy" people

**STYLE:**

- Unique
- Trend maker
- Edgy
- High contrast
- Bold

**MINDSET:**

- Driven
- Clear and focused
- Unstoppable
- List maker
- Constant learner

**BUSINESS:**

- Risk taker
- Multi focused
- Gets seen
- Can be seen as pushy