

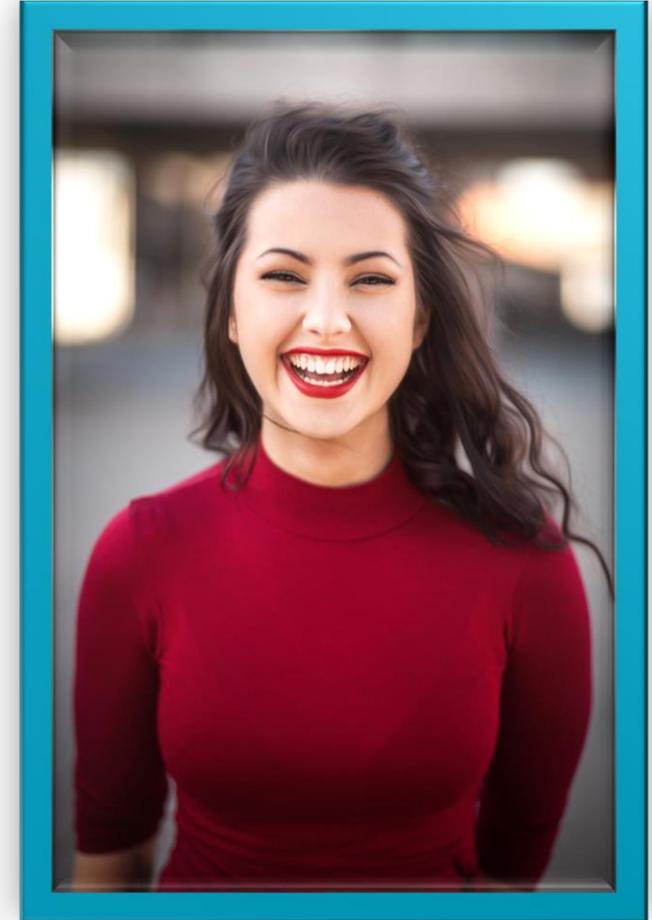
It's Time To ...

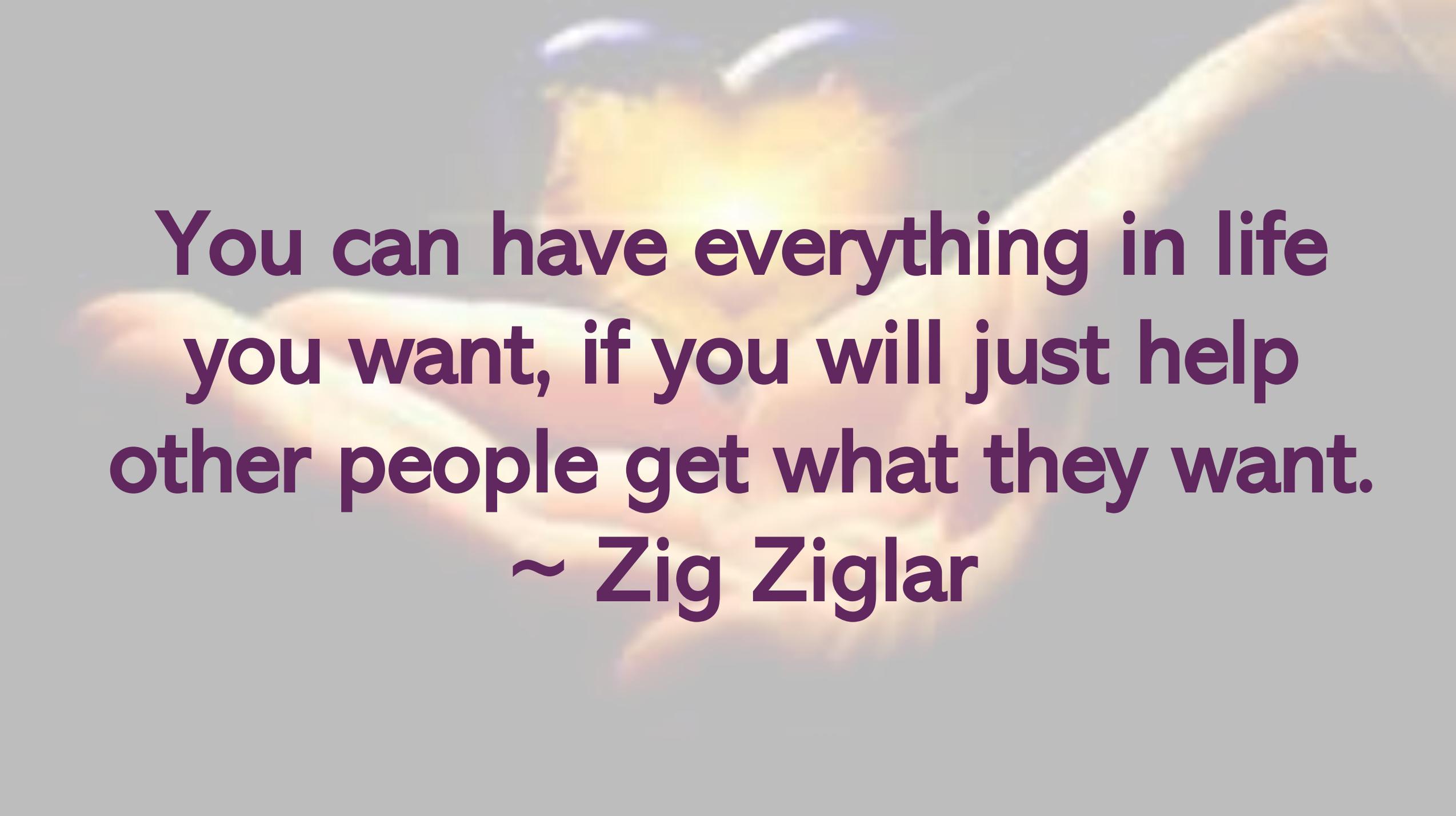


PIVOT

Shift Your Strategy, Not Your Vision

# PEOPLE



A pair of hands, one light-skinned and one dark-skinned, are shown from the wrist up, cupping a glowing, golden-yellow orb of light. The background is a soft, out-of-focus gradient of light colors. The text is overlaid on the image in a bold, purple font.

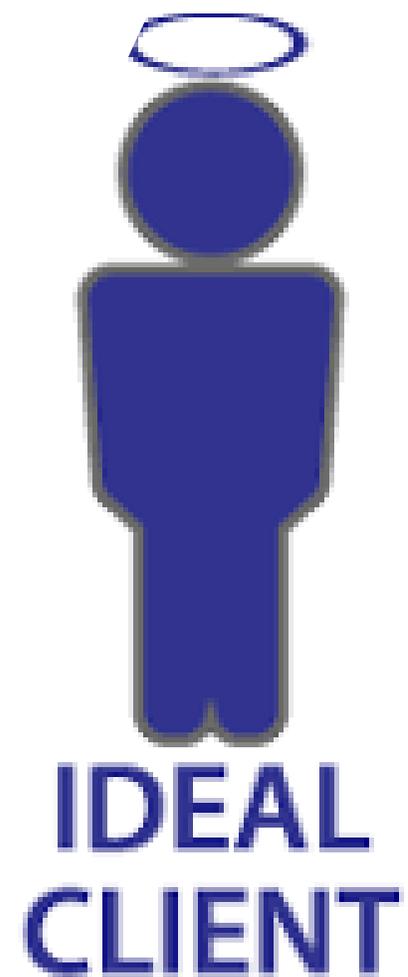
**You can have everything in life  
you want, if you will just help  
other people get what they want.**

**~ Zig Ziglar**

*Everything we want in life comes through other people*



Who are the people  
you currently serve?

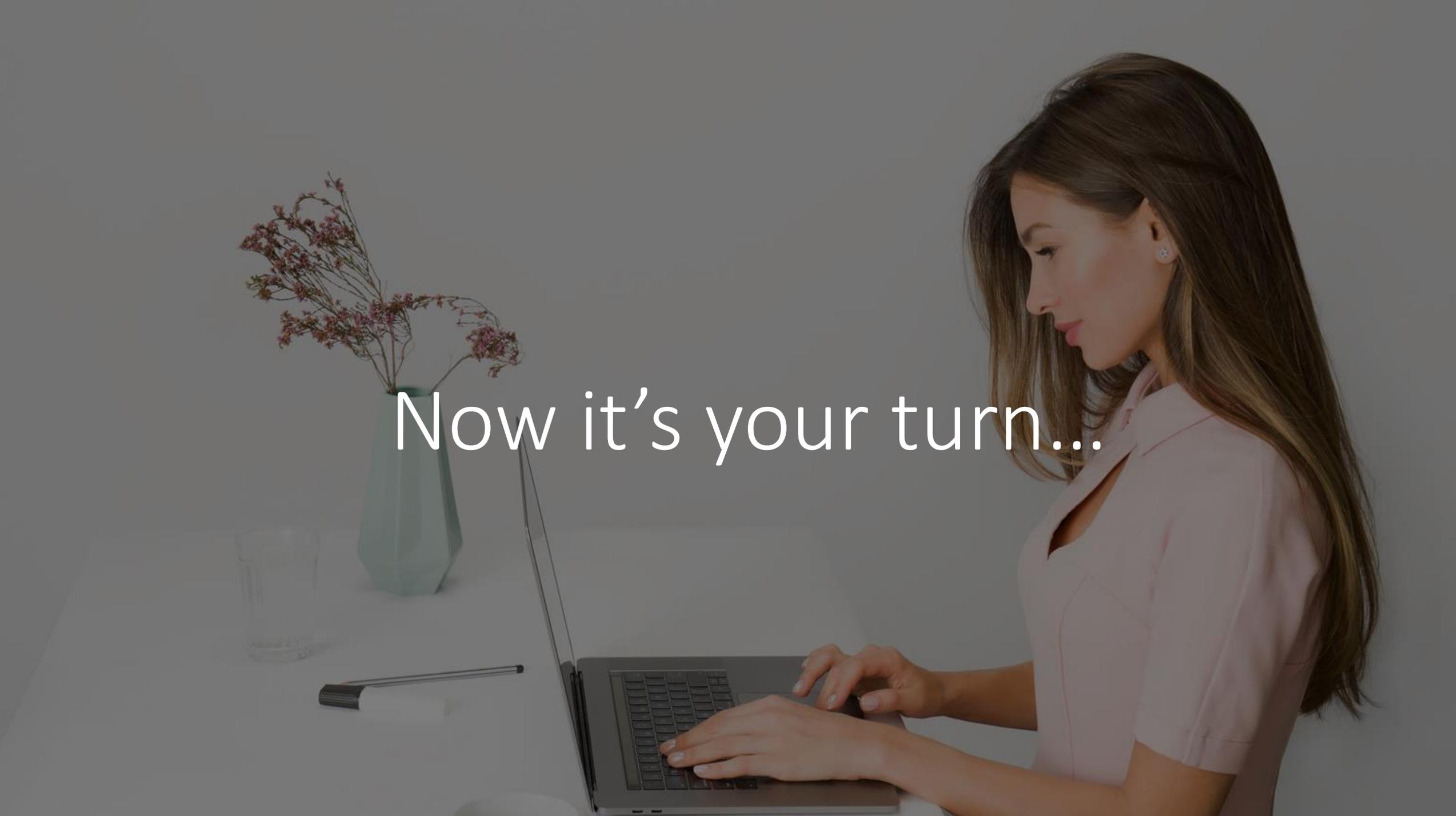


<b>Demographics</b> <b>Age, Profession, Marital Status, Income</b> <b>Just the Facts</b>	<b>Psychographics</b> <b>(Attitudes, Values, Fears)</b> <b>How They Feel About the Facts</b>	<b>Behaviors</b> <b>(Habits, Hobbies, Lifestyle)</b> <b>How the Facts Impact their Lifestyle</b>
Gender <input type="checkbox"/> Man <input type="checkbox"/> Woman <input type="checkbox"/> Either		
Between the ages of ____ and _____		
Marital Status		
Children? If so, how many and ages?		
Income Bracket		
Education Level		
Profession		
Religion / Spiritual Beliefs		
Health Condition		
Lives in a <input type="checkbox"/> House <input type="checkbox"/> Apartment <input type="checkbox"/> City <input type="checkbox"/> Suburb <input type="checkbox"/> Rural		

<b>Demographics</b> <b>Age, Profession, Marital Status, Income</b> <b>Just the Facts</b>	<b>Psychographics</b> <b>(Attitudes, Values, Fears)</b> <b>How They Feel About the Facts</b>	<b>Behaviors</b> <b>(Habits, Hobbies, Lifestyle)</b> <b>How the Facts Impact their Lifestyle</b>
Gender <input type="checkbox"/> Man <input checked="" type="checkbox"/> Woman <input type="checkbox"/> Either		
Between the ages of ___ and _____ <b>40 &amp; 65</b>		
Marital Status <b>Married</b>		
Children? If so, how many and ages? <b>Adult Children That moved back home</b>		
Income Bracket <b>50K to 100K</b>		
Education Level <b>College Graduate</b>		
Profession <b>Health Coach &amp; MLM Supplements</b>		
Religion / Spiritual Beliefs <b>Christian</b>		
Health Condition <b>Average, tries to take care of self</b>		
Lives in a <input checked="" type="checkbox"/> House <input type="checkbox"/> Apartment <input type="checkbox"/> City <input checked="" type="checkbox"/> Suburb <input type="checkbox"/> Rural		

<b>Demographics</b> <b>Age, Profession, Marital Status, Income</b> <b>Just the Facts</b>	<b>Psychographics</b> <b>(Attitudes, Values, Fears)</b> <b>How They Feel About the Facts</b>	<b>Behaviors</b> <b>(Habits, Hobbies, Lifestyle)</b> <b>How the Facts Impact their Lifestyle</b>
Gender <input type="checkbox"/> Man <input checked="" type="checkbox"/> Woman <input type="checkbox"/> Either	Wishes she had more success and didn't have to rely on husband so much	
Between the ages of ___ and _____ <b>40 &amp; 65</b>	Starting to wonder, is this all there is? I thought I'd be farther along by this age, a little defeated and disappointed in herself	
Marital Status <b>Married</b>	Loves her husband, wishes there was more passion and romance again, everything feels on autopilot	
Children? If so, how many and ages? <b>Adult Children That moved back home</b>	Loves being a mother, but thought she'd be done with the responsibilities by now. Kids are struggling to find themselves, puts extra strain on the budget and her and husband have different parenting values (he thinks they should be forced to be on their own) which creates stress in marriage	
Income Bracket <b>50K to 100K</b>	She's been doing ok in her part time business but really wants to ramp it up and get to 100K (that will have her feel successful)	
Education Level <b>College Graduate</b>	Used to be proud of that, now it doesn't seem to make much difference	
Profession <b>Health Coach &amp; MLM Supplement Company</b>	Really passionate about natural health, overcame her own health issues and wants to help others	
Religion / Spiritual Beliefs <b>Christian</b>	Grateful and faithful	
Health Condition <b>Average, tries to take care of self</b>	Feels confident about her knowledge, wishes she had more time and consistency to do for herself what she knows to do and teaches other (may feel a little like a fraud here)	
Lives in a <input checked="" type="checkbox"/> House <input type="checkbox"/> Apartment <input type="checkbox"/> City <input checked="" type="checkbox"/> Suburb <input type="checkbox"/> Rural	Loves her home and taking care of family. Although she wishes she had more help from her husband and children. All the home tasks take priority over working on her business	

<b>Demographics</b> <b>Age, Profession, Marital Status, Income</b> <b>Just the Facts</b>	<b>Psychographics</b> <b>(Attitudes, Values, Fears)</b> <b>How They Feel About the Facts</b>	<b>Behaviors</b> <b>(Habits, Hobbies, Lifestyle)</b> <b>How the Facts Impact their Lifestyle</b>
Gender <input type="checkbox"/> Man <input checked="" type="checkbox"/> Woman <input type="checkbox"/> Either	Wishes she had more success and didn't have to rely on husband so much	Loves spending time with girlfriends, involved in charitable work, is a great friend and people call her for advice a lot
Between the ages of ___ and ____ <b>40 &amp; 65</b>	Starting to wonder, is this all there is? I thought I'd be farther along by this age, a little defeated and disappointed in herself	Gardening, spends time on Facebook and Instagram (but not effectively)
Marital Status <b>Married</b>	Loves her husband, wishes there was more passion and romance again, everything feels on autopilot	Dinner and movies with husband and they golf together too Also go to charity events together
Children? If so, how many and ages? <b>Adult Children That moved back home</b>	Loves being a mother, but thought she'd be done with the responsibilities by now. Kids are struggling to find themselves, puts extra strain on the budget and her and husband have different parenting values (he thinks they should be forced to be on their own) which creates stress in marriage	Much of the time she thought she would have for herself at this age is expended on her grown children and husband. Wants to do Yoga and painting, but doesn't make enough time for herself
Income Bracket <b>50K to 100K</b>	She's been doing ok in her part time business but really wants to ramp it up and get to 100K (that will have her feel successful)	Attends online trainings and in person conferences, loves to learn
Education Level <b>College Graduate</b>	Used to be proud of that, now it doesn't seem to make much difference	Has some friends from college she's still in touch with and they get together once or twice a year
Profession <b>Health Coach &amp; MLM Supplement Company</b>	Really passionate about natural health, overcame her own health issues and wants to help others	Loves to learn as much as possible about health and wellness, spends a lot of time learning and talking with people about it
Religion / Spiritual Beliefs <b>Christian</b>	Grateful and faithful	Daily Bible reading, attends church weekly, belongs to a women's group at church
Health Condition <b>Average, tries to take care of self</b>	Feels confident about her knowledge, wishes she had more time and consistency to do for herself what she knows to do and teaches other (may feel a little like a fraud here)	Exercises 2 x week, goes for a walk every day
Lives in a <input checked="" type="checkbox"/> House <input type="checkbox"/> Apartment <input type="checkbox"/> City <input checked="" type="checkbox"/> Suburb <input type="checkbox"/> Rural	Loves her home and taking care of family. Although she wishes she had more help from her husband and children. All the home tasks take priority over working on her business	Loves to entertain at her home



Now it's your turn...