

EXAMPLES OF PATTERNS IN OUR LIST

INNOVATION

FASTEST TO ADOPT A NEW SYSTEM

PASSION

MOST LIKELY TO SHARE CONTENT

POWER

MOST LIKELY TO BE A BIZ OWNER

PRESTIGE

BIGGEST INVESTORS IN HIGHER GOALS

TRUST

SLOWEST CONVERSION
BUT HIGHEST CONSISTENCY

MYSTIQUE

BEST OPEN RATE

ALERT

MOST RESPONSIVE TO PRECISION