**Sara The Teacher**

**Background:**

• Teach at Public School

• Bachelor's Degree

• Has three kids attending Program

• Married

**Demographics:**

• Female, 36 years

• Dual Income $190,000 a year

• Lives in Suburban booming family-oriented neighborhood

**Identifiers:**

• Administrative personality

• Likes to be involved

• Go Gitter

**Abel The Entrepreneur**

**Background:**

• Self Employed & With Wife

• High School

• Has 5 kids in program

• Married

**Demographics:**

• Male, 28 years

• Monthly income 0 to 12,000

• Lives in Suburban inner City

**Identifiers:**

• Business Savvy

• Great Communicator

• Likes to be involved

**Michelle Stay At home Mom The**

**Background:**

• Stay At home mom – home schools

• Bachelors Degree

• Has 2 kids in program

• Married

**Demographics:**

• Male, 28 years

• Single Income 90,000

• Live in Rural Area

**Identifiers:**

• Creative

• Good with projects

• Loves Nature