

# Kimberly K

AGE 27

OCCUPATION Small Business Owner

STATUS Single

LOCATION San Diego, CA

TIER High Achiever

ARCHETYPE Savvy Businesswoman

Meticulous

Leader

Focused



We determine our own destiny. It is your choice whether or not you want to thrive. I believe in living well and looking my best. No one ever open doors by wearing pajamas and showing up late.

## MOTIVATIONS



## GOALS

- Turn her business into a franchise
- Develop a brand
- Improve the lives of her clients

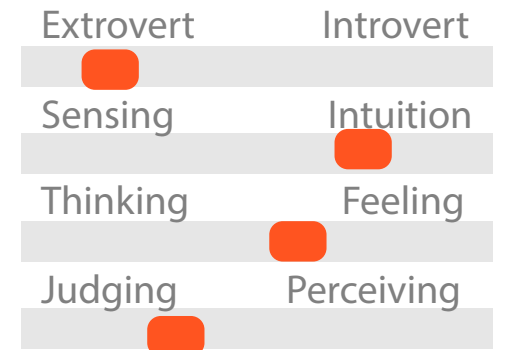
## FRUSTRATIONS

- Unsatisfied customers
- Disorganization
- People who lack goals or personal drive

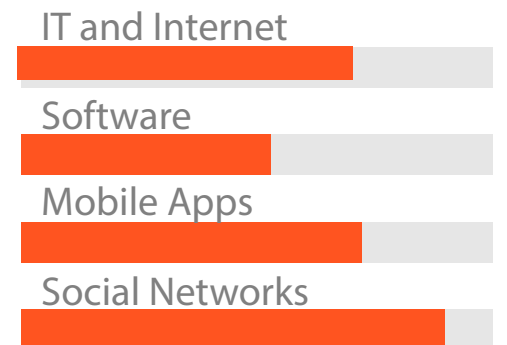
## BIO

Kimberly comes from humble beginnings and is motivated carving her own path in life. Since she was a little girl, she saw herself as a CEO wearing beautiful suits and wielding business prowess but also a CEO who generously instructs her employees to realize their own potential. She evisions her growing well beyond the San Diego region and into a nationally recognized brand and chain.

## PERSONALITY



## TECHNOLOGY



MANOLO BLAHNIK

SINCE *Kiehl's* 1851

