

# Todd Johnston

age: 36

residence: Buttzville, New Jersey

education: Masters Degree at Penn State University

occupation: Owner of Hot Dog Johnny's

marital status: Married with kids



*"Everything worth doing is worth overdoing"*

I wake up at 5:03 a.m. every morning after exactly 7 hours of sleep without an alarm clock, always rising before the sun. I then spend a few hours toying around with the concept of the perfect hot dog, in an attempt to be named #1 in America, surpassing even Rutt's Hutt. After concluding my session, at about 8 I hit the gym, and when I come back, I say good morning to my wife and kids who have woken up at some point while I was gone.

After showering, it is about 10 o'clock when I grab myself some lunch and practice some chess against a supercomputer, sharpening my multitasking skills as well as strengthening my mind. After the game ends, typically by me winning, I take care of emails for my business, making sure everything is running smoothly - which it is. My day starts coming to a close around 9 p.m. when I start getting ready for bed. I am in bed and fast asleep by exactly 10:03 p.m. dreaming about how I'm going to tackle the next day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Respect of the people, profit.

## Needs

- To know I'm doing the most I can to succeed

## Values

- Hard workers
- Passionate people

## Wants

- To provide the world with the greatest hot dog

## Fears

- Never achieving the greatest hot dog