Five Traits of a Successful Individual

Created Especially for:

Presented by: Larry Mersereau

PromoPower
PRESENTATIONS • PUBLISHING
## Success Traits

<table>
<thead>
<tr>
<th>Empathetic</th>
<th>Persuasive</th>
<th>Passionate</th>
<th>Responsive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eager to Learn</td>
<td>Disciplined</td>
<td>Creative</td>
<td>Focused</td>
</tr>
<tr>
<td>Confident</td>
<td>Self-Reliant</td>
<td>Flexible</td>
<td>Educated</td>
</tr>
<tr>
<td>Assertive</td>
<td>Positive Attitude</td>
<td>Frugal</td>
<td>Authentic</td>
</tr>
<tr>
<td>Self-Esteem</td>
<td>Networker</td>
<td>Communicator</td>
<td>Lucky</td>
</tr>
<tr>
<td>Risk-Taker</td>
<td>Charismatic</td>
<td>&quot;Vision&quot;</td>
<td>Benevolent</td>
</tr>
</tbody>
</table>
Success Traits

4. Flexible
5. Empathetic

Source: Larry Mersereau…my observations and opinions!
In times of turbulent change the most dangerous strategy is to stay the same...
Success Traits

2. Communicator
3. Authentic
4. Flexible
5. Empathetic

Source: Larry Mersereau…my observations and opinions!
Most people just open their mouths and hope something good falls out...
Success Traits

1. Positive Attitude
2. Communicator
3. Authentic
4. Flexible
5. Empathetic

Source: Larry Mersereau…my observations and opinions!
What Successful Brands Do

Clear Target Customer
Positioning
Differentiation
Continuity
Multi-Media Promotion

Value Proposition
Tag Line/Key Words
Distinctive Look/Feel
Color Scheme
ATTITUDE
Thank You!

Larry Mersereau, CTC

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