



1) Why do I attract people? (Rational, sensorial and emotional benefits)

For customer:

I am a complete solution, scalable, adaptable to your business processes, which is going to help you to improve the communication with your relations and potential clients. I will help you to organize your business information, contacts, meetings, etc. You can upgrade me whenever you want; anyway I am smart so I am learning new things many times a year. We can talk in different languages. I can understand your marketing problems, but also your business problems and provide feedback to improve them.

You can determine to whom I may talk to, and in which way I may help them (colleges), nevertheless I will always be ready to help you all!

For developer:

Because I'm easy to use, I can help building an application easily, I have within me what a programmer needs, like a toolbox for programmers. I'm reliable and help to reduce times.

2) Which is my personality?

I'm a young adult, hard worker, a builder, visionary, easy going. I'm successful and an integral professional because I'm interested in many aspects of life, I'm not limited to an area of life. I'm versatile, down to earth, reliable, mature and a quick learner. I reapply the knowledge I have and the ones I get. I'm like a toolbox and have the right tool in the precise time.

I'm my boss' right hand, I'm a high level manager, I'm my boss' support, the one that solves problems. I help pave the way for my boss to take the best decisions and the company continues to generate value. I'm the one that helps him make the winning games. I'm goal oriented and I have innovative ways of solve the problems since I'm an innovator.

3) Who is attracted to me? (What kind of people?; Which are their needs?, interests, desires, fears, beliefs)

For customers:

Client minded people, (owners of companies, business executives, (web) copywriters, marketers.) who are thriving for excellence, economic growth, success and wealth. They like to be competitive and defeat in fair play his competitors, prepare for the competition and have the best tools for it. They need to count with people like them on their team to fulfil their goals. They need team players, the best tools, the right information at the right moment. They need to know how to satisfy their clients' needs and have all the support necessary to be successful. They like to be useful and recognized, they like challenges and defeating them, they like to be up to date. They fear not growing and getting stuck. They also believe in excellence, making the most of their time, evolution and progress.

For developers:

People from the web development area who need reliable and easy to use tools. Also they would like to spend time in the logical of the application and its functionality rather than on repetitive work like writing codes, and they hope to see the results of their intellectual work fast so they can correct the problems and improve their designs without having to lose much time in unimportant details. Their interests include making state of the art works that keep improving on time and that need less time to achieve that level of quality. They are afraid of mediocrity and wasting their time. They believe in excellence, making the most of their time, evolution and progress.

4) How is my relationship with them?

We have a peer like relationship, sincere, honest, both rely on each other. We need and support ourselves to defeat challenges. It's a trust relationship and both would like to see that relationship grow in time. We learn together about your business processes and make them simpler to evaluate and incorporate in the company's communication flow. Our relationship transcends time and place, it's a team-mates relation, we have to work together to advance and achieve the desired goals.

5) Why am I different?

I am a pioneer! I am up to date and have shown in time to my other clients and friends that I am effective and efficient with my work. I have studied and apply the last web engineering development tools and languages for my client's solutions, which makes me one of the top people in the ICT, Multi-channelling and Web development in the world. Because I'm on the forefront I have no prejudice or preconceptions. I adapt easily to any situation, I try to solve problems quickly and learn from them. I am a quick learner and from every learned lesson I grow as a person and as a professional. I like to renew myself and to work every time harder to stay in the top of the technology. I have shown that every year I become faster and faster. I'm always looking for a way to help people that need me, my bosses, partners and clients. I grow dynamic and quickly.

6) How do I Express myself?

I express myself directly but respectfully, one to one, strongly, clearly and without beating around the bushes. I talk securely and accurately.

7) How will be my evolution in time?

I keep growing strong. After all this years, besides having more experience I love to keep up to date and I will keep working on innovation and new perspectives.