RICH PROVIDER	POOR PROVIDER
Strong elevator pitch	Cannot describe what they do
Value providers	Comfort zone cruisers
Multiple sources of referrals + revenue	Limited sources of referrals + revenue
'Celebrities' in the community	Non existent brand name
Plan months, years out	Don't have a plan for next week
Take responsibility, highly focused	Quick to blame others, easily distracted
Confront tough situations	Shy away from conflict
Work on their practice	Trapped in their practice
Work "normal hours"	Work extra hours
Good work-life balance	Neglect some areas