

# Hispanic Resourceful Optimist

The Hispanic RO is a hard working woman who wants nothing but the best for her family. She knows the value of elbow grease and persistence, never allowing any obstacle to keep her from providing her children with the life they deserve. She is a woman who knows who she is and values where she comes from, endeavoring ardently to instill that same pride and sense of self in her own family.

From the moment she wakes up to the moment she goes to sleep, the Hispanic RO is on the go. From getting to work early, to putting in extra hours after work, all before tucking her kids in bed, she is focused on providing the absolute best for her family. In between that time, she is spending it at her kids' soccer games, helping them with their homework, or simply just enjoying their favorite shows with them. Although she sometimes feels stretched beyond her limits, she does everything out of love, and always finds the laughter and fun in everything, never allowing stress to get the better of her. She even occasionally finds the time to pamper herself on girls' night out.

For the Hispanic RO, her cell phone is her life line. It is how she keeps up with her family's schedule, and plans those family fun nights that keep her going from day to day. She is constantly texting her kids, making sure that everyone stays in each other's loops, and making sure that she is always available if they ever need her. The Hispanic RO is truly supermom, striving to be everything to everyone. She seems to have limitless energy, fueled by the love of her family, and the strength of her cultural heritage that has been imparted to her.

The Hispanic RO believes that at its core, a happy family has a happy home. And to her, that translates into a home that is clean, organized, and welcoming. She wants her home to be the center of her family's social world. She wants her kids to have their friends over whenever they want, her husband's boys' night out to be a "boys' night in," and she wants her friends to be in continual awe of how she does it all. Her secret? She only uses products that are simple, affordable, and work quickly. She doesn't want to spend all her precious free time cleaning, but she does want to her home to look and smell like she has. So she sticks to products that she trusts to keep her home smelling fresh and clean, although she will try a new product if it smells better or has a deal she just can't pass up.

The bottom line for the Hispanic RO is that her home must be a place of peace and tranquility, where people want to come together. Her time is limited and so she always wants to make the most of it. She loves the life she has created for herself, and works tirelessly to make sure that her kids will be able to reach the highest goals they have set for themselves.

