Age: 28

Gender: Male

Occupation: Personal Trainer

Tech Literate: 4/10 (uses Word from time to time and maybe browsing the internet)

Quote:

“There are no hard days, there is just hard workout with big weights.”

Bio:

Max Steel is a fitness enthusiast and personal trainer based in the vibrant city of Miami. Growing up, Max was always involved in sports, excelling in football and track. However, after an injury sidelined him during college, he found solace in weightlifting and bodybuilding. Over time, his passion for fitness evolved into an obsession, driving him to pursue a career in personal training.

Max’s dedication to fitness is evident in his sculpted physique and unwavering commitment to his gym routine. He spends countless hours perfecting his workouts and meticulously tracking his progress. Despite his impressive gains, Max has turned to steroids to enhance his performance and accelerate his muscle growth, believing it's necessary to maintain his edge in the competitive fitness industry.

Core needs:

1. Physical Dominance and Aesthetics: Max's primary drive revolves around achieving peak physical condition and aesthetics. He constantly strives to push his body to new limits, seeking validation through his appearance and performance.
2. Social Influence and Recognition: As a prominent fitness influencer, Max craves social influence and recognition from his followers and peers in the fitness community. He views his online presence as a platform to inspire others and solidify his status as a fitness icon.
3. Competitive Advantage: In the cutthroat world of fitness, Max is driven by a relentless pursuit of excellence and superiority. He sees steroids as a necessary means to maintain his competitive advantage and stand out amongst his competitors.

Frustrations:

1. ealth Risks: Despite the benefits of steroids in enhancing his physical performance, Max grapples with concerns about the potential health risks and long-term consequences. He worries about the impact on his overall well-being but feels compelled to prioritize short-term gains over his health.
2. Dependency: Max's reliance on steroids has created a sense of dependency that he finds challenging to overcome. He fears that without them, he may struggle to maintain his gains and performance levels, leading to a loss of confidence and credibility.
3. Stigmatization: Steroid use is a contentious topic within the fitness community, often accompanied by stigma and judgment. Max feels pressured to conceal his steroid use to preserve his image as a fitness role model, leading to feelings of isolation and inauthenticity.