

Chad Turkel - Dillion Norris

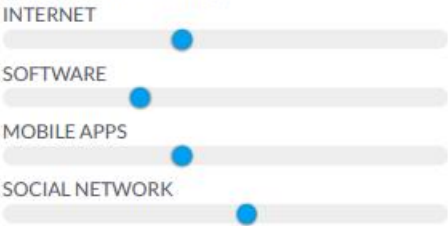
age: 30
residence: Charleston SC
education: highschool
occupation: gym owner
marital status: single



"more weight"

Lives in and out of the gym, so much so that he works in one.

Comfort With Technology



Needs

- Profits
- Customers
- The gym

Values

- Little to no complexity
- Not anymore stress than needed

Criteria For Success:

own and operate a successful gym and make easy money.

Wants

- Little complexity
- Lift more weight

Fears

- Loss in profits
- Complexity
- Cardio