

Timothy Bennett



"The world is a stage, the stage is a world of entertainment"
-Howard Dean

Age: 25
Work: Reporter
Education: Queens University of Charlotte
Location: Charlotte, North Carolina

Goals

- Loose weight
- Become a newspaper editor
- Travel to Europe

Frustrations

- Struggles to maintain a health diet
- Seems to gain weight no matter what he eats
- Feels stuck in a current position

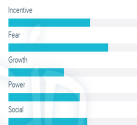
Bio

Timothy is a journalist for a small local news paper where he writes about the entertainment scene in Charlotte. Timothy is over weight and trying to get in shape but working out, by itself, just isn't getting the job done.

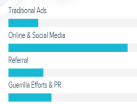
Personality



Motivation



Preferred Channels



Jill Bennet by Jackson Williams



"I want to be able to keep track of my health and be happy."

Age: 37
Work: Computer Programmer
Family: Married kids
Location: San Diego, California

Goals

- To live a healthier lifestyle
- Lose weight
- Gain muscle

Frustrations

- Poor time management
- Get tired easily
- Not knowledgeable about food and health

Bio

My name is Jill Bennet and I want to lose weight by keeping track of my calories and exercises. It's hard to do it on my own because of my job and my family.

Personality



Motivation



Thomas Trainer, by Logan West



"Next, I'm into fitness, fitting the puzzle into my life."

Age: 43
Work: Software Engineer
Family: Married, No Kids
Location: Chicago, Illinois
Character: Fitness Guru

Goals

- To keep track of what I eat more effectively
- Interact and make friends with others through dieting and fitness
- Feel more confident in myself
- Motivate others to diet and exercise

Frustrations

- Finding others with the same dieting and fitness mindset
- Keeping track of my diet without overcomplicating it
- Not feeling confident with my body or my lifestyle

Bio

My name is Thomas Trainer. I have been into fitness since I was 18 and love to exercise. I got my bachelors in computer science and am a software engineer for a small technology company in Chicago. My wife and I live in the suburbs and don't plan on having kids.

Though I love exercising, I hate dieting which really takes a toll on my exercising life. I feel strong and healthy, but I am not confident in how I look or feel sometimes. I also crave some interaction with others with my same mindset and want to motivate others as well.

Personality



Motivation



Brands & Influencers



Preferred Channels



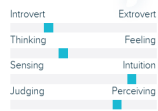
Bill Burr, by Grant Ward



"I want to feel more confident and happy with my body."

Age: 22
Work: College Student
Location: Columbia, SC

Personality



Frustrations

- I don't feel confident in my body around others
- I feel too skinny compared to my friends and family
- I need to find time to eat more
- I need to find out what foods will give me the best muscle gains
- My friends always call me a "stick figure"

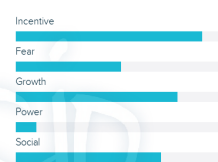
Goals

- Gain more muscle
- Find a healthy meal plan to use
- Get in better overall shape by eating better and going to the gym
- Better manage my time for the gym and for school

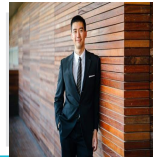
Bio

My name is Bill Burr and I want to try to gain more weight by eating properly and going to the gym regularly. I am currently enrolled at the University of South Carolina and I am majoring in Business. I'm busy all the time with school work and am trying to fit in my health along with school.

Motivation



Josh



"I would like to find a way to manage working and stay healthy at the same time."

Age: 34
Work: Marketing Director
Family: Married
Location: Columbia, SC
Character: The Marketer

Goals

- To Grow a strong industry reputation
- Build my own industry
- To expand and learn new skills

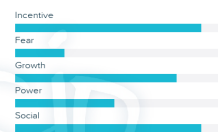
Frustrations

- Managing time to workout
- Poor communication
- Data crashes

Bio

Josh wants to improve his skills in the marketing industry as a marketing director and still be able to maintain his health at the same time.

Motivation



Preferred Channels

