

David Gaggins

age: 19

residence: South Carolina

education: College Student

occupation: Student

marital status: Single



Train Hard

Outside of school David likes to lift weights and train. He spends hours a day working out and he also likes to party.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Food
- Gym

Values

- He values a hard work ethic
- His health is very important

Criteria For Success:

He needs to do well in his school but most importantly he needs to see progress in the gym. He wants to get stronger and bigger.

Wants

- Anabolic Steroids
- More muscle

Fears

- Being weak and small
- women