

Timothy Bennett



The secret to weight loss is not to eat too much.
-Timothy Bennett

Age: 35
Work: Teacher
Education: Queens University of Charlotte
Location: Charlotte, North Carolina

Goals

- Lose weight
- Become a stronger athlete
- Travel to Europe

Frustrations

- Struggle to find healthy food
- Struggle to get enough sleep
- Too many distractions

Bio

Timothy is a teacher at a middle school in Charlotte. He is a fan of basketball and enjoys playing it with his friends. He is also a fan of hiking and enjoys hiking in the mountains.

Personality



Motivation



Preferred Channels



Jill Bennet by Jackson Williams



Let's be honest, we're not in the best of health.
-Jill Bennet

Age: 37
Work: Customer Representative
Family: Married, 2 kids
Location: San Diego, California

Goals

- To lose weight
- To get fit
- To travel

Frustrations

- Too much work
- Too little sleep
- Too many distractions

Bio

Jill is a customer representative at a retail store in San Diego. She is a fan of shopping and enjoys shopping with her friends. She is also a fan of hiking and enjoys hiking in the mountains.

Personality



Motivation



Thomas Trainer, by Logan West



Let's be honest, we're not in the best of health.
-Thomas Trainer

Age: 40
Work: Software Engineer
Family: Married, 2 kids
Location: Chicago, Illinois
Character: Power Star

Goals

- To lose weight
- To get fit
- To travel

Frustrations

- Too much work
- Too little sleep
- Too many distractions

Bio

Thomas is a software engineer at a tech company in Chicago. He is a fan of shopping and enjoys shopping with his friends. He is also a fan of hiking and enjoys hiking in the mountains.

Personality



Motivation



Brands & Influencers



Preferred Channels



Bill Burr, by Grant Ward



Let's be honest, we're not in the best of health.
-Bill Burr

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

Frustrations

- I can't feel confident in my body around others.
- I feel too nervous 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 "fat" or "figure".

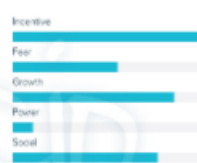
Goals

- 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

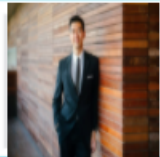
Bio

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



Let's be honest, we're not in the best of health.
-Josh

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

Goals

- To grow a strong, healthy reputation
- Build my own industry
- To expand and learn new skills

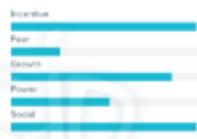
Frustrations

- Managing time to workout
- Poor customer service
- Data issues

Bio

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

Motivation



Preferred Channels

