



Fitness Instructor

JILL

Soon after obtaining her BA in Psychology, Jill started her own small-to-medium-sized business as a fitness coach. She offers classes at her local gym as well as 1-on-1 sessions. She is trying to expand her business through online classes using Yondo's starter plan.

Identifiers

Social butterfly: Loves to spend time with her husband, daughters, and friends.

Community driven: Highly involved, organizes events such as she a weekly mothers-daughters run group.

Learner: Actively sets time apart to do fitness certifications

Demographics

Age: 37
Status: Married
Family: Husband & 2 daughters
Education: BA
Location: Dunedin, FL

Budget

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Family: Husband & 2 daughters
Education: BA
Location: Dunedin, FL

Budget

~\$50,000/year.
Household: \$120,000

Touch-points

Yondo, Instagram & Twitter
Receptive to influencers

Gains

- Naturally good content creator (charisma)
- True concern for clients' health.
- Personally connects with them
- Very open to advice from people she trusts

Pains

- Not tech-savvy
- Little time to market her services

Information needs

- Visual, hands on learner
- Does better when walked through process by instructor

Pitch

Yondo seamlessly integrates and all the features and services that professionals need to digitize their services. Hands-on instructional content can further help Jill makes the most out of Yondo's offerings. By helping reduce the learning curve associated with making and selling digital content, Yondo can help Jill grow her business in a fast an inexpensive way.

Already successful Yondo users might be effective instructors, as Jill is most influenced by experts in her field. She is a heavy social media user, which would make reel format videos a good initial touch-point with the instructors.

Social media

