

Michael Hamil



Age: 56

Occupation: Gym owner

Status: Married

Location: Indianapolis, IN

Tier: Optimist

Archetype: Regular Guy

Bio

Michael owns a Fitness gym in Indianapolis that specializes in functional training. Clients range from teenagers to professional athletes looking for a new style of fitness. Born and raised in Indianapolis, Michael lives and breathes car racing having traveled around the world and presenced the greatest moments of the history of the sport.

Motivations

- *Sports and Outdoors*
- *Technology*
- *Automobiles*

Goals

- *Travel around the world*
- *Expand the business*
- *Provide for the family*

Frustrations

- *Missing the 1994 San Marino Grand Prix*
- *Completing his coding class*
- *Expanding the business as a franchise*

Personality

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Perceiving

Technology

IT and Internet

Software

Mobile Apps

Social Networks

"And suddenly I realized that I was no longer driving the car consciously. I was driving it by a kind of instinct, only I was in a different dimension."

- Ayrton Senna