

Jake Morrison

age: 35

residence: Virginia

education: Dropped out of college after two years, majoring in Business Administration.

occupation: Construction worker, with a focus on residential buildings.

marital status: Married with 2 kids



"Every beam I secure, every nail I drive, I'm building more than just houses—I'm crafting the future for my family and a legacy I hope my kids will be proud of. It's not just about the work; it's about what we leave behind, the values we instill, and the world we help shape. That's the real foundation I'm laying down, every day."

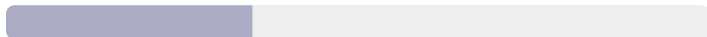
Lives in a modest, well-maintained home in the suburbs. Jake and his family enjoy outdoor activities, such as hiking and picnicking in local parks. They are active in their community, attending local events and participating in school activities.

Comfort With Technology

INTERNET



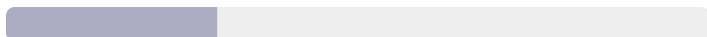
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

For Jake Morrison, success is more than just financial stability or career achievements; it's deeply rooted in personal fulfillment, family well-being, and community impact.

Needs

- Stability and security
- Respect and recognition
- Personal growth and development

Values

- Family
- Honesty
- Hard work
- Community involvement

Wants

- Own his own construction business
- A better future for his children
- Personal fulfillment

Fears

- Financial Insecurity
- Failing as a husband and father
- Regret over unfinished education

