




## One-Pager for Final Project

Kirsten Kareus

Elevator Pitch: I will be creating a health & wellness blog to better your mind, body & soul.

Long Description: This blog is designed to inspire people by practice and to help each other to live the healthiest, happiest life possible. Targeted at yogis all over the world, I want to have an atmosphere of sharing health & wellness tips and tricks. Posting anything from sequences of morning yoga, to intense hot yoga practices, as well as sharing healthy, unique recipes for a healthier being. Yogis are like-minded individuals that offer wisdom, share their advice and grow together. Yogis are one big happy yoga family and this blog will be a great resource for growth and opportunity.

		
Gaby	Amy	Scott
Yoga instructor looking to inspire others by her expertise	Health fanatic who enjoys yoga practice when she can.	Interested in making a healthier lifestyle for better self.

## Personal Details

Name: Gaby

What type of persona:

-Yoga instructor who loves inspiring others about the practice of yoga

Quote:

-“I would love to have the opportunity to uplift others by my practice & health habits.”

Who is it?

-Age: 21

-Location: East Lansing, Michigan

-Job: Student & yoga instructor

-Technical skills: Studying communication & PR

-About: Interested in bettering the world by the practice of yoga. Uplift others by not only teaching yoga but by sharing her life experiences and foods that she likes.

What goals?

-Yoga is her motivator. She is constantly wanting people to come to her class and live a better life

What attitude?

-She wants to be able to share her knowledge with others through posting it on my blog