
 <p>Name: Leia</p>	<p>Background:</p> <ul style="list-style-type: none"> • Single • Bachelors degree in Exercise Science • Lives with 2 roommates
<p>Demographics:</p> <ul style="list-style-type: none"> • Works full time as a personal trainer • Makes \$40,000 a year • Female, 25 years-old 	<p>Identifiers:</p> <ul style="list-style-type: none"> • Loves to be around people and the center of attention • Has a hard time setting goals for herself

 <p>Name: Ben</p>	<p>Background:</p> <ul style="list-style-type: none"> • Married • Previously had a exercise plan • Has 3 children
<p>Demographics:</p> <ul style="list-style-type: none"> • Works full time as a web developer • Makes \$75K a year • Male, 30 years-old 	<p>Identifiers:</p> <ul style="list-style-type: none"> • Is a introvert • Enjoys being outside



Name: Luke

Background:

- MBA
- Divorced
- 1 adult child

Demographics:

- CEO of a start-up company
- Travels a lot to conferences
- 45 years old
- Annual salary changes depending on sales

Identifiers:

- Likes to keep up to date on business strategies
- Listens to TED talks and lectures from various universities