

Sam Kelley

age: 24

residence: SC

education: Degree in Exercise Science

occupation: Personal Trainer

marital status: Single



"Loves the gym, eating right and working out"

"I like to spend my day perfecting my craft, along with along with picking up chicks"

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Low carb diet
- Insulin

Values

- Physical fitness
- Religion
- Trust
- Service before self
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Criteria For Success:

I need to feel like I am helping someone better themselves, as well as knowing that I am also bettering my self.

Wants

- Want to settle down and start a family.
- Want to become rich.
- Find an option for readily available low carb diets while eating out
- To own my own gym
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Fears

- To never achieve my goals
- To not be able to experience new things
- To not be as shredded as possible