



+ Buyer Personas for Best Fitness, Inc.

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+ INTRODUCTION

The boutique fitness world is comprised of many potential consumers. They range in gender, weight class, and their fitness journeys. While this presentation will cover two possible buyer personas, this is only the beginning of many different customer segments for the high-end gym industry in Largo, Maryland. The buyer personas will depict one male and one female consumer.

BUYER PERSONAS



MALE



FEMALE

+ BUYER PERSONA 1 Overview



Jake The Weight

"Never skip leg day!"

Job Title	Operations Manager	35
Age	35	
Location	Adams Morgan, D.C.	
Income	150,000/year	Single
Relationship Status	Single and dating	



+ BUYER PERSONA 1



Sports Background

Amateur Weightlifter



Current Workout Habits

Strength Training



Performance Training Goals

Bulk up and increase muscle definition.

+ PAIN POINTS



PERSONALIZED



EXCLUSIVE

+ BUYER PERSONA 1 SUMMARY

Jake The Weight embodies the image of a young working professional who lives and works in a busy major city. He is serious about his fitness goals, has no children or serious romantic relationships, and he brings in a six-figure income on his own. His gym must offer personalized service that is tailored to his fitness needs and it has to be exclusive with a more upscale clientele.



Weightlifter

Watches professionals weightlift
and applies it to his routine



Operations Manager

Handles a variety of customers
daily at a busy restaurant



Health Conscious

Uses his physique to attract
attention

+ BUYER PERSONA 2 OVERVIEW



Lisa the Cardio Super Mom

"How long is this going to take?"

Job Title	Sales Representative	42
Age	42	
Location	Largo, M.D.	
Income	200,000/year	Married
Relationship Status	Married with 1 child	



+ BUYER PERSONA 2



Sports Background

Tennis Enthusiast



Current Workout Habits

Cardio



Performance Training Goals

Weight Loss

+ PAIN POINTS



CONSISTENCY



RELIABILITY

+ BUYER PERSONA 1 SUMMARY

This customer prioritizes her time because her baby takes up much of her day. She is focused on losing weight and aims to get back to 120 pounds. Her favorite sport is tennis and her gym needs an indoor or outdoor offering. The condition of the gym is very important because unavailable or dirty equipment can cost her valuable free time and she does not want to get sick and bring any possible viruses back home to her child.



Cardio

Has an interest in tennis as a recreational sport



Sales Rep

Works from home while watching her child



Health Conscious

Concerned about the state of the facility

+ CONCLUSION

These are two possible buyer personas that represent a large percentage of the gym-goer population. The decisions to target these two personas are based on finding the largest groups to increase the odds of gaining customers. Other personas can be established later which targets smaller groups. Focusing on the individuals in the Largo area that have the most of one type of occupation or income spreads the net further. Gym packages that target a lower income can be implemented after the Best Fitness Inc. gym has opened and is generating revenue.

Also, using an existing high-end gym like Equinox can help to tailor products. Jake requires a personalized experience, Lisa needs a variety of offerings that incorporate technology into her routine, and they both want high-quality service. Using another luxury brand to compare can provide a blueprint and possibly attract their customers.



JAKE



LISA

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