

360 Fitness Avatar Samples

Rapid Fat Loss Boot Camp Member (\$) – MALE

Name (fictitious): Bobby Smith

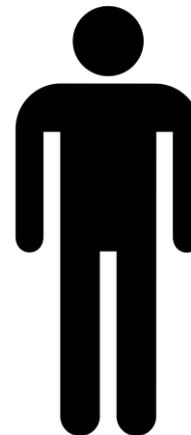
Age: 32

Profession: Bank Teller

Marital and family status: Engaged – no kids but a Dog named Bailey.

Associations: Plays rec league hockey

Location (city, neighborhood, or housing): Lives close to work in a row house.



Describe everything you know about your ideal client (reference your client review worksheets and campaign review worksheet). Who are they, what do they do for a living, what groups, or associations do they belong to, what made them contact you, what problems were they looking to solve, what goals do they want to achieve, were they researching your competition at the time they were thinking about hiring you, were they already working out, what is their history with fitness/exercise, how long were they checking you out before they responded, what was the main reason they decided to buy and take action, what else do you know about them?

About Bobby Smith:

Bobby joined us after our 21 Day Challenge. He liked the upbeat workouts, fun atmosphere and having the team mentality again just like he does with rec league hockey. Bobby played CIS hockey too and is in pretty good shape still. He is on pretty tight budget right now saving up for a new house and maybe starting a family soon. He understands though that he needs to pay to come or else he just wastes memberships at public gyms. He isn't looking to lose a ton of weight but to trim up and to keep him in shape for the sports he loves, maybe even prevent some injuries before they happen. He loves that he can be competitive in bootcamp when he wants or just relaxed when he wants too.

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Rapid Fat Loss Boot Camp Member (\$) – Female

Name (fictitious): Betty Jones

Age: 30

Profession: Entry Level Nurse at the local hospital

Marital and family status: Long time boyfriend named Jeff.

Associations: Book club and scrapbooking club

Location (city, neighborhood, or housing):



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About Betty Jones:

She joined bootcamp after a couple of her friends joined 6 months ago and referred her to come.

She came for Buddy Week one time and was hooked at seeing how much fun they were having together. She loved that all she needed to do was show up and have a good workout...she didn't need to think about anything. That was one of the sticking points of her slacking at a public gym.

She would go and then just lolly gag around trying to figure out a workout on the fly. She is looking to lose about 10lbs and feel a little bit better in her yoga pants and swimsuit. She is committed to her fitness about a 6/10. Meaning that she's not all that concerned about her nutrition plan as she eats pretty good but just loves a fun workout that maintains her body. She's on a pretty tight budget paying off her student loans and works crazy shifts so doesn't like to commit to anything big right now, but maybe down the road she will take her fitness more serious.

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HEAT Semi Private Training Member (\$\$) – Male

Name (fictitious): Dave Taylor

Age: 40

Profession: Machine Shop Manager

Marital and family status: Married (Elaine) with 2 kids (Jake, Emma)

Associations: Rotary, Work Union

Location (city, neighborhood, or housing): Single family home with detached garage.



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About Dave Taylor:

He is looking to lose about 20-30lbs of body fat and is on his last straw. He has tried going to the gym on his own and experience yo yo results. He never used to stay committed to a plan and the smallest excuses added up fast. He is slowly putting on weight on around his belly and his fitness levels are declining every year, year after year. He is noticing that he is aging faster than before and starting to see that he is turning into that “old man” he never thought would happen. He is getting really frustrated that he let it go this far and is finally ready to make a change. He understands that real results come from more than just a solid workout but a lifestyle change needs to happen at the same time. He wants to keep up with Elaine and his kids and wouldn't mind being able to go on vacation, do what he wants (hikes, swim, sports) being pain free.

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HEAT Semi Private Training Member (\$\$) – Female

Name (fictitious): Sally Rogers

Age: 38

Profession: Admin Manager for an engineering firm

Marital and family status: Married to Vince with 2 kids (Parker, James)

Associations: Moms Town, PTA, involved with MS Society

Location (city, neighborhood, or housing): Single family home, attached garage.



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About Sally Rogers:

She is looking to lose 40-50lbs, gain more confidence, feel more comfortable in her clothes and love life again. She is slowly and steadily gaining weight every year since her last kid. It seems she lost her baby weight easy with her oldest but the new one it just stuck and is adding now. She doesn't like the mirror reflection and is doesn't feel good about herself. She is more self-conscious than ever and her quality of life is suffering – she is saying no to social events and is not quite herself anymore. Her kids are growing up fast and she is slowing down and is finding it hard to keep up with them at the park and is selecting easier activities so she can participate. She's pretty nervous to stay on the same path and can see the end result in her parents – sedentary and in constant pain. She would love to love her body again and to be the best example for her kids.

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VIP Personal Training Clients (\$\$\$) – Male

Name (fictitious): Pete Coen

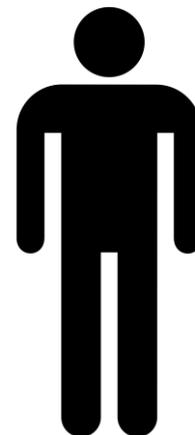
Age: 50

Profession: Successful small business owner.

Marital and family status: Married with 2 kids (kids are out of the house now)

Associations: Golf Country Club, Rotary, BNI

Location (city, neighborhood, or housing): Exec single family home + vacation property



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About Pete Coen:

Pete is an alpha male that has his life together. He is a leader, a biz owner and a family man. His kids are out of the house now and he wants to have his old life back (skiing, golfing, vacations) and has the time and commitment to do it again. He has an old nagging injury though and 1 on 1 attention is a necessary. He is looking to lose 20-30lbs that has added up with all the networking and business lunches (beer and steak sandwiches). He is sick of feeling defeated and low energy, he is fully committed to making a change and being the best man possible for his family, his wife and his business. He doesn't care what it takes to get there, he will make it happen. Of course with such a dynamic, fast moving life he won't be perfect on his nutrition and fitness levels but will make the best choice possible for each scenario. He has fully accepted personal responsibility and the results are his own choice.

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VIP Personal Training Clients (\$\$\$) – Female

Name (fictitious): Cindy Friesen

Age: 48

Profession: Part Time Bookkeeper – Semi Retired

Marital and family status: Married with 3 kids (older, out of the house)

Associations: United Way Volunteer, Golf Country Club

Location (city, neighborhood, or house): Exec single family home + vacation property



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About Cindy Friesen:

Cindy never really liked the gym and always found a reason not to go. She would try it for a week or two...be uncomfortable and find a non-legit excuse to bail on her commitments. This isn't like her in real life though as she's a confident, self-sufficient woman (on the outside anyway). She would be a perfect 1-1 client since she likes the attention, the comfort level, has the financial resources and has a small nagging injury that wouldn't be ideal for group fitness. She has 30-50lbs to lose and would like more confidence in her clothes and in life. Her kids are out of the house and her final excuse (no time) has run out and she is at a wall and finally ready to do something about her health. She has tried all the gimmicks and gadgets in the past and is finally and reluctantly ready for a real solution. She loves the sense of community that 360 Fitness has and that when she walked in for her consultation she seen people just like her. She is nervous but is ready for change. It will take a while for her to break habits but the results will be amazing.