

CUSTOMER AVATAR FOR A FITNESS COACH CLIENT

Name : Jack

Age : 42

Job : Businessman

Fitness level : Sedentary

Fitness Goals - Weight loss, more energy, less stress

About Jack : Jack is a 42-year-old businessman. He is building his way up the corporate ladder. He is married with two children and wants to provide for his family. There's no problem on the money-side of his life. However, there is a problem on the health-side of his life. Over the last few years he gained extra fat due to his sedentary lifestyle.

Day in the life of Jack : Jack wakes up, gets ready for work and heads off to work. He has a lot of meetings and tasks that need to be done during the day so he often skips proper lunch. He eats fast-food or take-out often for lunch. After lunch he continues with his meetings and tasks until the evening. After he gets home he is exhausted and eats dinner with his family. After dinner, he finally spends some time with his family and tries to relax but is struggling with work related stress. After that he goes to bed, tries to sleep but struggles to fall asleep due to work related worries. He then wakes up and does the same stuff all over again.

His challenges and pain points :

- **BUSY LIFESTYLE** - Jack has a really busy lifestyle. He has a lot of meetings and little time for himself or his family.
- **EXTRA WEIGHT AND FAT** - Jack has gained excess weight over the years
- **NO EXERCISE ROUTINE** - He hasn't been following any workout routine and he's struggling with motivation.
- **BAD DIET** - Jack often eats fast food, snacks, restaurant foods, takeout due to his busy lifestyle. His diet lacks unprocessed food.
- **STRESS** - His job puts him in a lot of stress positions. And because of that, he lacks sleep and an overall healthy lifestyle.

Goals and desires :

- **WEIGHT AND FAT LOSS**
- **MORE ENERGY**

- **STRESS MANAGEMENT**
- **IMPROVED CONFIDENCE AND STATUS**

Preferred approach : Jack prefers workouts that can be done at home or at a hotel room. He's also open to occasional gym sessions. He would also love to have a diet that would help him eat healthy while being busy.