

1. The Motivated Newcomer

Name: Jordan Taylor

Age: 27

Occupation: Junior Marketing Associate

Fitness Level: Beginner

Goals: Lose 20 lbs, build confidence, and establish a sustainable routine.

Pain Points:

- Intimidated by gyms and complex workout plans.
- Struggles with consistency and nutrition knowledge.

Motivators:

- Wants to feel better mentally and physically.
- Inspired by social fitness challenges and tracking progress.

How QBF Helps:

- Personalized training with Zaria eases gym anxiety.
- Meal plans and beginner-friendly workouts create structure.
- Progress tracking keeps Jordan motivated.

2. The Busy Professional

Name: Alicia Grant

Age: 35

Occupation: Corporate Lawyer

Fitness Level: Intermediate

Goals: Maintain energy levels, improve strength, and manage stress.

Pain Points:

- Limited time due to a demanding work schedule.
- Overwhelmed by trying to balance work, life, and wellness.

Motivators:

- Prioritizes efficiency and mental clarity.
- Wants a reliable digital platform with flexible access.

How QBF Helps:

- Online sessions offer scheduling flexibility.
- Structured plans minimize decision fatigue.
- Exclusive content and challenges keep her engaged remotely.

3. The Fitfluencer-in-the-Making

Name: Marcus Reed

Age: 22

Occupation: College Student / Content Creator

Fitness Level: Advanced

Goals: Build a personal brand, gain muscle, stay in top form.

Pain Points:

- Lacks expert-level guidance to fine-tune his performance.
- Needs consistent, high-quality content to stay relevant.

Motivators:

- Wants to stand out in fitness communities.
- Values access to a fitness mentor and exclusive content.

How QBF Helps:

- Zaria's mentorship offers credibility and guidance.
- Social media-friendly content from events and challenges.
- Merchandise and digital tools help build his own brand.

4. The Wellness Seeker

Name: Camille Johnson

Age: 44

Occupation: Wellness Blogger / Mom of Two

Fitness Level: Moderate

Goals: Reduce stress, improve flexibility, and practice self-care.

Pain Points:

- Traditional fitness programs feel too intense or impersonal.
- Needs more holistic support (mental, emotional, physical).

Motivators:

- Embraces community, accountability, and balance.
- Looks for programs that align with her wellness philosophy.

How QBF Helps:

- Emphasis on holistic well-being, not just physical fitness.
- Access to supportive community and lifestyle challenges.
- Workout videos and tracking help her stay accountable at her pace.