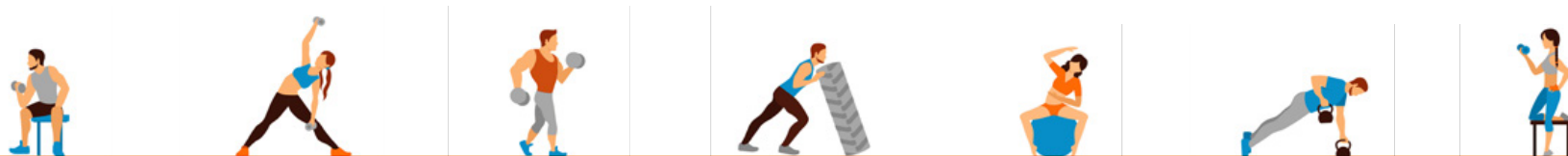


Buyer Personas

Buyer personas are character profiles you create around fictional members of your club. Think of this as profiling your “ideal members”. Buyer personas are based on generalized information about your target demographics that summarize their particular goals, health needs, and desired services/amenities they are seeking in a fitness center. A well-crafted buyer persona can give you insight into what attracts potential prospects to a fitness center, what services will land you the sale, and possible concerns or pain points that will lose you their business.

Our example templates feature five sections to help shape and define each of your buyer personas:

- 1. Persona Name:** Each persona should encapsulate one segment or type of member that your fitness center wants to attract such as low-income members, seniors, or young professionals. Persona names should include an identifier and example name like “Silver-Fitness Frank” or “Millennial Megan”.
- 2. Backstory:** Flesh out the typical details of this buyer persona to better understand their circumstances, i.e. career path, family dynamic, weekly routine, and their interests and hobbies.
- 3. Demographics:** What are the broad identifiers of this buyer persona, i.e. age range, gender identity, income range, housing, etc?
- 4. Goals/Needs:** What does this buyer persona aim to achieve in their fitness journey, i.e. weight loss, improved mobility, to find a community, group classes that fit their schedule, or a gym close to work?
- 5. Opportunity:** How can your fitness center help this buyer persona achieve the goals they’ve set for themselves? This is your opportunity to prove your business’s value and win their membership.



Example Buyer Persona

Persona Name

College Student Ashley

Backstory

Family life?
Routine?
Interests?
Job?

- Undergrad in college
- Lives off campus in nearby apartments
- Works part time
- Has most afternoons free

Demographics

Age range?
Gender?
Income?

- Age 18-23
- Female
- Earns under 25k a year

Goals/Needs

Weight loss?
Muscle gain?

- Improve strength
- Maintain weight
- Wants a gym within 3 miles of her apartment or university
- Gym with long hours as her schedule varies from day to day

Opportunity

How can we meet their goals?

- New weight-training equipment
- Available nutritional plans to align diet and exercise
- Less than 2 miles from the university
- 24 hour gym access with keycard



Buyer Persona 1

Persona Name

Backstory

Family life?
Routine?
Interests?
Job?

Demographics

Age range?
Gender?
Income?

Goals/Needs

Weight loss?
Muscle gain?

Opportunity

How can we meet
their goals?



Buyer Persona 2

Persona Name

Backstory

Family life?
Routine?
Interests?
Job?

Demographics

Age range?
Gender?
Income?

Goals/Needs

Weight loss?
Muscle gain?

Opportunity

How can we meet their goals?



Buyer Persona 3

Persona Name

Backstory

Family life?
Routine?
Interests?
Job?

Demographics

Age range?
Gender?
Income?

Goals/Needs

Weight loss?
Muscle gain?

Opportunity

How can we meet
their goals?



Buyer Persona 4

Persona Name

Backstory

Family life?
Routine?
Interests?
Job?

Demographics

Age range?
Gender?
Income?

Goals/Needs

Weight loss?
Muscle gain?

Opportunity

How can we meet
their goals?



Buyer Persona 5

Persona Name

Backstory

Family life?
Routine?
Interests?
Job?

Demographics

Age range?
Gender?
Income?

Goals/Needs

Weight loss?
Muscle gain?

Opportunity

How can we meet
their goals?

