

## VOORBEELD PERSONA: DOELGROEP (GAMERS)

### 1. DEMOGRAPHICS

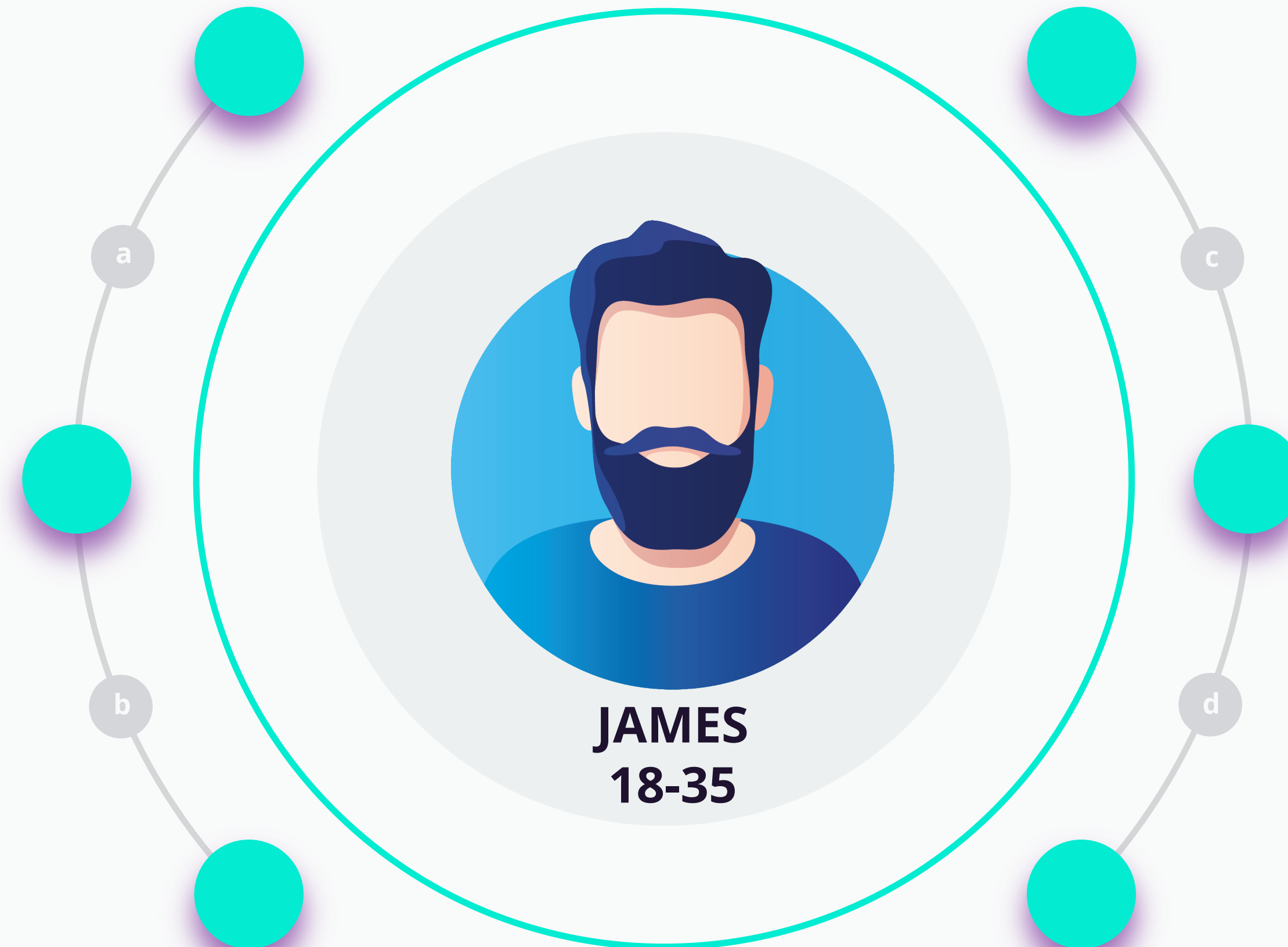
- Adults aged 21-35 (Millenials)
- Men and women
- Gamers
- Passionate about fantasy and gaming world.
- Language: English

### 2. STRUGGLES / PAIN

- Bad posture / out of shape -> **feeling unattractive**
- Low energy levels & bad habits -> **feeling low value**
- Low confidence, feel like they are stuck -> **feeling unsuccessful**

### 3. GOAL / DESIRE

- Feel attractive & confident
- Get “unstuck”, make progress in life
- Feel more successful and respected



### 4. AGREGATIONS

- Twitch
- Youtube
- Reddit
- Games (runescape, wow, lol, etc.)

### 5. OBJECTIONS

- Why would this program be different from other fitness programs?
- Money
- It takes hard work from their part.

### 6. USP

- Mindset is the crucial element
- Creating new habits
- Specificly created for gamers, based on their struggles

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