

# Fitness Enthusiast Persona

## Name

Jordan Carter

## Age

32

## Occupation

Marketing Specialist

## Fitness Goals

- Maintain a consistent workout routine
- Improve strength and endurance
- Achieve a balanced and healthy lifestyle

## Challenges

- Finding time to exercise with a busy schedule
- Staying motivated year-round
- Balancing nutrition and meal planning

## Interests

- HIIT training and running
- Trying new healthy recipes
- Tracking progress with fitness apps

## Preferred Content for Wellness Emails

- Quick workout tips and routines
- Nutritional advice and easy meal ideas
- Motivational stories and challenges
- Updates on the latest fitness trends