

## Buyer Persona 3: Jamie - The Busy Single Mom

Story: Jamie is a 35-year-old single mother of two young children. Juggling work, parenting, and household responsibilities leaves her with very little time for herself. Jamie dreams of finding a gym that offers childcare services and flexible workout options to help her prioritize her health and well-being.

### Demographics:

- Age: 35
- Gender: Female
- Marital Status: Single
- Income: Moderate

### Likes:

- Family time
- Outdoor activities
- Healthy recipes for busy parents

### Wants:

- On-site childcare
- Short and effective workout classes
- Supportive community of parents

### Dreams:

- Maintain her health and energy levels
- Set a positive example for her children
- Connect with other parents facing similar challenges

### Pain Points & Struggles:

- Lack of childcare options during workouts
- Limited availability to attend long fitness classes
- Feeling overwhelmed by parenting responsibilities

### Goals:

- Find a gym with childcare services
- Attend short and effective classes during her children's activities
- Build connections with other parents pursuing a healthy lifestyle

## Bumper Sticker

Here are several "Bumper Sticker" statements for Buyer Persona 3, Jamie - The Busy Single Mom:

- "I am a Supermom Juggling Life and Wellness."
- "I am Prioritizing Health for Myself and My Kids."
- "I am Building Strength Between Diaper Changes."
- "I am a Fitness-Driven Role Model for My Children."
- "I am Thriving in Parenthood with a Healthy Lifestyle."
- "I am Finding 'Me Time' in Quick Workouts."
- "I am Empowering Single Moms through Wellness."
- "I am a Busy Mom on a Mission to Stay Fit."
- "I am Creating Healthy Habits in a Hectic World."
- "I am Reclaiming My Health and Happiness."

These statements represent Jamie's identity as a single mother who places importance on her own well-being and that of her children while navigating a busy life.

## I am a

From the perspective of Buyer Persona 3, Jamie - The Busy Single Mom, here are some statements that she identifies herself with:

- "I am a master multitasker, juggling work, parenting, and household responsibilities every day."
- "I am passionate about providing a stable and loving home for my children, even as a single parent."
- "I am resourceful and find creative solutions to everyday challenges to make life easier for my family."
- "I am a role model for my kids, teaching them the values of hard work, perseverance, and resilience."
- "I am dedicated to self-improvement, always looking for ways to grow personally and professionally."
- "I am part of a supportive community of single parents who understand the unique challenges we face."
- "I am someone who values quality time with my children, cherishing moments of laughter and bonding."

"I am committed to providing my kids with nutritious meals, even on the busiest of days."

"I am an advocate for work-life balance, striving to create a harmonious life for my family."

"I am someone who believes in the power of positivity and maintaining a hopeful outlook, even in tough times."

"I am passionate about setting and achieving goals, showing my children the importance of determination."

"I am determined to find moments of self-care to recharge, even in my demanding schedule."

These statements reflect Jamie's identity as a dedicated single mom who navigates the challenges of parenting while pursuing her own personal growth and maintaining a positive outlook on life.

## dislike or hate

From the perspective of Buyer Persona 3, Jamie - The Busy Single Mom, here are some things that she may strongly dislike or hate:

"I hate feeling overwhelmed by the never-ending list of tasks and responsibilities."

"I hate missing out on important moments in my children's lives due to work commitments."

"I hate the guilt that sometimes comes with balancing work and parenting."

"I hate when people underestimate the challenges of being a single mom."

"I hate the feeling of being judged for my choices as a parent."

"I hate when unexpected expenses disrupt my carefully planned budget."

"I hate the lack of affordable and reliable childcare options."

"I hate the exhaustion that comes from constantly being on the go."

"I hate not having enough time for self-care and relaxation."

"I hate when my children have to deal with the stresses of my busy schedule."

"I hate feeling like I'm missing out on personal and professional opportunities."

"I hate the societal pressures to 'do it all' as a single mom."

These sentiments highlight some of the challenges and frustrations that Jamie faces in her role as a busy single mom, including the emotional and logistical struggles of balancing work, parenting, and self-care.

# love

From the perspective of Buyer Persona 3, Jamie - The Busy Single Mom, here are the things she loves, encompassing both personal and health-related aspects:

## Personal Loves:

**Her Children:** Jamie deeply loves and cherishes her children, finding immense joy in watching them grow and thrive.

**Family Time:** She loves spending quality time with her kids, whether it's playing games, having family dinners, or enjoying outings together.

**Supportive Friends:** Jamie loves her circle of friends, especially those who are fellow single parents. Their support and understanding mean the world to her.

**Self-Care Moments:** She appreciates and loves the rare moments of self-care and relaxation she manages to find, whether it's reading a book, taking a bath, or practicing mindfulness.

## Health and Fitness Loves:

**Fitness Achievements:** Jamie loves the sense of accomplishment and empowerment she feels when achieving fitness goals, no matter how small.

**Nutritious Meals:** She loves preparing and sharing nutritious meals with her children, knowing she's providing them with the best possible start to a healthy life.

**Stress-Relief Workouts:** Jamie loves the feeling of stress melting away during her workouts. It's her time to rejuvenate and focus on herself.

**Wellness Practices:** She loves exploring wellness practices like meditation or yoga, finding solace and mental clarity in these activities.

These loves are a source of motivation and happiness for Jamie, helping her navigate the challenges of single parenthood and maintain her overall well-being.