

# Customer Persona Template

## *Marketing Before Funding*

[\[click here to learn how to create a customer persona\]](#)

### **1. Name and Title – *Dynamo Brown - Magician***

### **2. Basics**

*Age: 30-40 years old.*

*Gender: Male.*

*Location: Seattle, WA.*

*Family Life: Single with one younger sibling. Both surviving parents*

*Psychographics:*

*Likes: Magic, illusion, mystery, psychology, and performance arts.*

*Enjoys entertaining others and creating memorable experiences.*

*Dislikes: Predictability, mundane routines, and anything that feels too ordinary or boring.*

*Adoption Curve: Innovator & embracing new techniques in the world of magic. Open to trying out new tricks, technologies, and performance styles to captivate audiences.*

### **3. Professional and personal background**

*Includes job title, job history, role, leisure activities, hobbies.*

*Dynamo Brown is a magician and illusionist who has been dazzling audiences for over ten years. He started performing at local events and now entertains at corporate gigs, parties, and TV shows. Outside of magic, he loves hiking and exploring nature, and he enjoys reading about psychology. He also volunteers at charity events, spreading joy with his magic tricks.*

### **4. Quote**

*Should encapsulate the persona's attitude towards you product or service.*

*"Like a deck of cards, life is full of possibilities waiting to be shuffled and dealt. It's not about the hand you're given, but how you play your cards that creates magic." - Dynamo Brown*

## **5. Technical background**

*How comfortable are they online and what activities do they perform on the web? What devices do they use? This is important for determining how the audience will interact with the brand online.*

*Dynamo Brown is fairly adept in his online skill. He regularly books his events & hosting with his magician duties through an online reservation service. He is able to access this quickly through his phone but he also has a laptop that he prefers more when at home.*

## **6. Favorite websites (1-3)**

**Magic Suppliers Website:**

URL: [www.magicsupplies.com](http://www.magicsupplies.com)

**Event Booking Platform:**

URL: [www.bookyourmagician.com](http://www.bookyourmagician.com)

**Online Magic Community Forums:**

URL: [www.magicforums.com](http://www.magicforums.com)

## **7. Goals**

*What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?*

*Dynamo Brown wants good playing cards for his tricks. He is looking for a seller who can give him quality cards on time and at a fair price. He likes working with sellers he can trust and who understand what he needs for his magic shows. This way, he can keep wowing his audience with his tricks.*

## **8. I need/I want statements**

*What does this person need and/or want in order to reach the above goals? Remember to keep in mind all of the characteristics you described above.*

*Dynamo Brown needs good suppliers who can give him quality playing cards for his magic tricks. He talks clearly with them about what he wants. He wants to be sure the cards are strong and work well during his shows. He also likes it when suppliers can be flexible as he tries out new tricks. Having long-term relationships with reliable suppliers helps him get the cards he needs for his shows, making sure his magic is always amazing.*