

Customer Persona Template

Marketing Before Funding

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

1. Name and Title: Jake the independent Repair Tech

2. Basics

Age: 29

Gender: Male

Location: Detroit, Mi

3. Professional and personal background

Runs a small independent phone repair shop; self-taught technician who started flipping phones and turned it into a full-time business

4. Quote

“Reliable parts, fast shipping, Quick to respond to inquiries”

5. Technical background

As a person who runs a repair shop, Jake is extremely comfortable with using and navigating the web, not many challenges when it comes to finding what he needs via the web.

6. Favorite websites (1-3)

- A. InjuredGadgets.com
- B. GadgetFix.com
- C. Amazon.com

7. Goals

Reliable and affordable replacement parts that ship quickly from a consistent supplier.

8. I need/I want statements

I need reliable parts
I need quick shipping
I want one supplier for everything