

Customer Persona Template

Marketing Before Funding

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

1. Name and Title

Jake Thompson, Independent Diesel Mechanic

2. Basics

Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (ie. innovator, early adopter, early majority, late majority).

- Age: 38
- Gender: Male
- Location: Toledo, Ohio
- Family: Married, two kids
- Likes: Working on engines, solving mechanical challenges, tools that “just work”
- Dislikes: Dealership wait times, expensive diagnostics, overly technical software
- Adoption Curve: Early Adopter – willing to try new tools if they’re proven to save time

3. Professional and personal background

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

- Owns and operates a 3-bay truck repair garage
- Over 15 years in the diesel repair industry
- Started out as a dealership technician before going independent
- Hobbies include restoring old muscle cars, trail riding, and watching YouTube tool reviews

4. Quote

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

“If I can reset a system in minutes instead of hours, that’s more time in my pocket—and the truck back on the road faster.”

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.

- Comfortable using tablets and laptops in the garage
- Searches for tools and solutions online, mostly via YouTube and forums
- Uses a rugged Android tablet and a Windows laptop in his shop

6. Favorite websites (1-3)

- YouTube
- OTRPerformance.com
- GarageJournal.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?

- Save time on diagnostics and resets
- Find reliable tools that work consistently
- Support his growing customer base without needing dealership resources

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.

- “I need a plug-and-play tool that works every time without a learning curve.”
- “I want to reduce truck downtime without sending it to the dealer.”
- “I need to trust the vendor will support me if something goes wrong.”