

Diego – The Semi-Pro Performer



Age

25 - 35

Quote

"I've been doing this for years—I just need more stability and better pay."

Background

Experienced musician who has played **5+ gigs per month** for years. May have recorded an album or played in festivals.

Motivations

Wants **higher-paying, more stable gigs**—tired of last-minute cancellations and unreliable venues.

Frustrations

Gig instability—organizers cancel or change dates frequently.

Underpayment—many venues **offer exposure instead of real pay**.

Finding serious opportunities takes too much time.

Expectations

A **more professional gig marketplace**—no amateurs, just **serious venues and industry professionals**.

A **rating/review system** for venues—so musicians can **avoid bad gigs**.

Better pay transparency—no more wasting time negotiating.

Environments

Lives in **a major city with an active music scene**.

Plays **mid-sized bars, festivals, and private events**.

Works with **session musicians, producers, and engineers**.

Needs

A professional gig marketplace.

A review system to rate venues.

Clearer payment expectations.

Channels

Facebook, Instagram, WhatsApp (for business connections).

Spotify, Apple Music, Bandcamp (for sales & streaming).

Google Drive, Notion (for setlists, schedules, and contacts).

Ableton Live, Pro Tools (for studio work).