**ExEx Audio**

**User Persona**

**“Jake”**



**Background**

Works a day job in service industry

AA degree

Single

**Demographics**

Male

Late 20’s-30’s

Single income around $30,000

Urban

**Identifiers**

Laid back

Friendly

Artistic

Creative

**Goals**

Balance creative life with work life

Document art on a budget

Making a recording that’s produced beyond the songwriting

**How we can help**

Offer a flexible schedule

Offer a mix of hourly and daily rates

Offer our expertise in production and arranging

**Real quotes**

“I can’t afford to spend the time I want in a big production studio.”

“I like to compose in a recording environment.”

“We’ll fix it in the mix.”

“Too much verb, bro. This isn’t The Beach Boys.”

**Common objections**

Worried about drum recording capabilities at ExEx

Cross-platform or cross-DAW compatibility

Lack of “off the floor” capability for multiple musicians

**Marketing message**

Pro production at project prices

**Elevator pitch**

We can work with whatever you want to do. We have as much experience as anyone, but our size and scope makes us much more affordable and much more flexible than larger rooms in the area.