




Persona sheets

Name	Details	Goal
<p>The Old Salt</p> 	<ul style="list-style-type: none"> * Has been reading comics for ages * Has a collection that is mainly superhero titles * Has favorite characters and opinions about certain writers and artists * Has a pull list at their favorite comic shop, though they don't always go there and pick them up regularly * Has nostalgia about how cheap comics used to be * Prefers physical books * Some familiarity with newer titles and indie comics, but mainly reads their favorite Big 2 superhero books * Likes trades, but prefers floppies * Age range in the 30s to 50s 	<p><i>For Self:</i> Recommendations for good runs of their favorite characters they might have missed.</p> <p><i>For Others:</i> Wants suggestions for good runs of characters they don't know well but they know a friend, niece or grandkid would like.</p>


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Name	Details	Goal
<p>The Privateer</p> 	<ul style="list-style-type: none"> * Has been reading comics for a while * Has a collection that is highly curated * Has favorite characters and opinions about certain writers and artists * Likes to explore new titles and discover new comics creators * Prefers physical books but is familiar with digital comics * Reads indie, small press, and manga comics more often than capes books from The Big 2. * Avoids buying floppies when possible, prefers trades and graphic novels. * Age range in the 20s to 40s 	<p><i>For Self:</i> Wants to discover new graphic novels and characters they've never heard of, while also getting recommended good superhero runs by writers and artists they like.</p> <p><i>For Others:</i> Wants both gift buying suggestions and books to recommend to other people; friends, family, and contacts on social media.</p>


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<p>The Submariner</p> 	<ul style="list-style-type: none"> * Not new to comics, but may not have been collecting for long * Reads mostly underground, indie, small press, manga, and webcomic titles. * Likes to read comics digitally * Likes to discover new titles and creators * Hesitant to buy a book before reading it * Buys self-published books directly from creators either online or at conventions * Most likely to buy a graphic novel via a book channel like BookOff or Amazon * Age range in the teens to 30s 	<p><i>For Self:</i> Wants to be recommended web comics and indie creators.</p> <p><i>For Others:</i> Not so familiar with what's happening in the world of capes comics so wants suggestions for friends and relatives with more mainstream tastes.</p>


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<p>The Weekend Sailor</p>  <p>A comic book cover titled 'THE LIES Part One'. It depicts a woman with long dark hair, wearing a red and black corset-like top and silver arm guards, standing in a lush jungle. In the background, there are large trees and a figure in a red suit. A speech bubble from the woman says: 'I AM THAT GIRL (Huh?) I only read the book'.</p>	<ul style="list-style-type: none"> * Isn't new to comics but hasn't read any in a while -'drifts' in and out of readership * Had their interest in comics rekindled by a recent superhero movie * Has favorite characters but isn't familiar with the names of writers or artists * Willing to recommend indie and small press titles but is mainly interested in getting back in touch with their favorite super hero. * Age range in the 20s to 40s 	<p><i>For Self:</i> Wants to be told where to start with their favorite super hero character</p>


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<p>The Greenhorne</p> 	<ul style="list-style-type: none"> * New to comics and doesn't know where to start * A little familiar with the major heroes from Marvel and DC * May have heard the names of some indie titles popular with their friends * May not be comfortable with going into a comic book shop because it's intimidating; staff will be mean, it's not socially cool, the store is confusing, etc. * Most likely to buy graphic novels and trades via a book channel like Barnes & Nobel, BookOff or Amazon * Age range in the teens to 40s 	<p><i>For Self:</i> Wants to be told what they'll like.</p> <p><i>For Others:</i> Needs suggestions for what to buy comics savvy friends for their birthday.</p>

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<p>The Tugboat Captain</p> 	<ul style="list-style-type: none">* Parent of a young reader* Not necessarily into comics themselves* Their child may be a Cabin Boy archetype, needing a ride to comic shops* Most of their comics purchases are for their child* Wants to know what their kid is reading and that it's safe for children* Age range 30 to 40	<p><i>For Others:</i> Wants to find comics their child is interested in, but filter their reading for what's appropriate for their age.</p>

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<p>The Cabin Boy</p> 	<ul style="list-style-type: none"> * A young reader with limited comics experience * Has some favorite Marvel and DC heroes * Reads small press comics only because they're tie-ins with their favorite Cartoon Network shows * Most of their comics are purchased by their parents or by relatives like The Old Salt and The Privateer. * Has no preference on format or purchase venue since these are dependent on their parents * Age range 5 to 14 	<p><i>For Self:</i> Wants to find what they like based on the characters they like.</p>