

Themeing Profile Example

**Performance Themeing Profile – Tommie’s Wicked Good Candies**

**The Tommie’s Wicked Good Candies Story**

Tommie’s Wicked Good Candies is an enchanting place. There is a rumor that the candies are enchanted. No one knows for sure. Tommie isn’t saying. What people are sure of is that the candies are both delicious and a sinful pleasure: they are wicked good. Whether or not they are enchanted, those who taste them are soon under their spell.

**Your Role in the Show**

As a Tommie’s candy clerk, you are wicked good too. For you, ‘wicked’ does not imply black magic or dastardly deeds. Your personality, instead, should be enchanting with a hint of mirth. Be kindly, good-natured, happy, joyful, engaging and outgoing. Share your love of candy. That passion is what makes you happy.

**Catch Phrases You Should Say**

When greeting a customer:

- For children, “Welcome young enchanter/enchantress. You seem like a wicked good little boy/girl. Want to try some wicked good candy?”
- For adults, “Welcome kind sir/ma’am. Want to try some wicked good candy?”

When talking about the candy:

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- “Our candies are wicked good.”
- “Our candy will cast a spell on you.”
- “What’s a day without wicked good candy?”
- “A candy a day keeps the goblins away.”
- A day without candy is like a year without sunlight.”
- “Whatever’s got you down, candy turns it ‘round.”

#### When offering samples:

- “Want to try something delightfully sinful?”
- “Try this. It’ll enchant you.”

#### When a customer compliments the tastes of a candy:

- Now, that’s magic.”
- “Yes, they are enchanting.”
- “Yes, it’s mixed with happiness.”
- “Yes, it’s the most fun you can have legally.”

### **Performance Actions You Should Deliver**

#### When making candy:

- Offer incantations.

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- “I’ll make this candy extra good. It’ll taste sweet like candy should.”
- “Spin the handle. Turn it through. Make some magic, just for you.”
- “Make it special. Make it fun. Make it tasty when it’s done.”
- Double bubble. It’s no trouble. Mix it better. Make it double.”
- “Double. Sweet. Double neat. Make it something good to eat.”

When interacting with children:

Encourage all your guests to join in, but pay special attention to children. Children believe in magic in a way adults do not. Those children should feel the enchantment when they first spot you.

Your behavior towards them should be impish. Have a twinkle in your eye and a smile on your face. Be excited to see them. Welcome them warmly. Ask them which candies they like. Compliment them on their choice of candies. Share your favorites too. Offer them samples. Hint at, but never state, that the candies are enchanted. Instead, offer a knowing wink.

### **Summary**

Is Tommie’s Wicked Good Candies an enchanted place? It may or may not be. No one will confirm or deny it. There is, however, a lot that is enchanting about Tommie’s: the environment, the candies and your personality. Your impish smile, combined with your outgoing nature make you the perfect wickedly good wizard of fun.