

Transcript - How To Create a Customer Avatar For Your YouTube Videos

If I asked you who your ideal viewer is for your YouTube videos, would you be able to tell me? If the answer is no, then you really need to stay tuned and watch the rest of this video because you don't know your audience.

Hi Joshua Van Den Broek here, founder of Video Marketing Done For You where we help entrepreneurs just like yourself, to make your video marketing simple.

You see a lot of the clients we work with, when they first start out they don't know who their audience is. And that is one of the major stumbling blocks to being successful with video marketing.

Because what you need to do is be very clear on who it is that you are speaking with, because if you are not clear...then you are not going to engage with your audience.

You are not going to get them to take the actions that you want them to take. You need to take them on a journey, but if you are talking to the wrong person then you are not going to be able to achieve this.

So what I recommend to all my clients is that you create an Avatar; and the way that you do this, is that you look back over your current clientele.

Look who it is that you are currently working with. Find out who your best clients are and then create an Avatar based on that person.

Find out if they are male or female. They might be a certain age, between 20 and 35 or so. They might be a bit older. They

might be 6 foot tall, blue eyes and look just like myself. Perhaps I am your Avatar. Just kidding.

But you need to create an Avatar, so that you know who it is that you are talking to. Give them a name. Make it very clear, know what they look like, stick up a picture of that person in your office; that is your Avatar.

Because every time you create a video, you are talking to that person. You could even put that picture behind the camera so that you can even see the person when you are talking to them.

It helps with engaging, so you are really understanding who they are, what their problems are; so you can actually offer solutions to them.

If you liked this video and would like more quick tips on how you can use YouTube as part of your video marketing strategy; then please subscribe to our channel or check out the next video.

I look forward to seeing you then.

