

## YOUR VIDEO AVATAR

Many people who start up in business think that they need to appeal to everyone in the whole world - the more the merrier. This is not true.

You need to be very selective and create a defined target audience.

It may be hard to believe, but the more you niche yourself, the more likely you are to succeed – at least on video. And the clearer you are on who you are talking to in your videos, the more likely it is that you will resonate with them on a deeper level, and they'll be more interested in what you offer and stay tuned.

So it's very important to define both your Target Audience and your **Ideal Customer** and have a clear image of them in your head when you create your content, to understand exactly what they need, where to find them and how to talk to them.

In marketing and sales, the persona representing your Ideal Customer is called your Customer Avatar or Buyer Persona.

For video, we call it your **Video Avatar**.

The questions below should give you a clearer picture of your Video Avatar.

You can search Google for portraits and see if you find someone who feels right for you, and even print their portrait and pin it on your computer or your video camera!

*Nb in some cases you could have several Video Avatars, if you have different products or services targeting different people.*

Who is the most amazing customer you've ever had and why were they so good?

*You could consider giving your Video Avatar their name!*

Why were they drawn to you - why did they need you and why would they come back again or recommend you or your products?

**About your Ideal Customer:**

- *Is it a man or woman? Boy or Girl, other? What age are they, where are they based, do they work?*
- *Where do they spend their time online? What social Media platforms do they use?*
- *Are they single, married, do they have family, how many children?*
- *What do they do in their free time; hobbies, lifestyle, holidays?*
- *What do they read, listen to, watch?*
- *What are their most important values?*

**What is their biggest problem / their pain point?**

*What stops them from feeling as successful as they'd like to be? Time, money, technicalities, eating habits, menopause, addictions?*

**Why do they need you - how can you help solving their problem?**

**Why can you help them in a better way than your competitors?**

*What are your specific skills, experience, resources that will appeal and resonate with them so they know you're the one?*

**What are the most common decline reasons for your clients?**

*They can't afford you, they don't have the time, the process is too long, they don't understand you*