

## **TRANSCRIPT**

### **TITLE**

#### **Video 1: Who? Who? Is your audience?**

Hello class. Welcome to Communications 101. Today we're going to be asking the question "Who is your audience?"

And you CAN'T SAY EVERYONE. THAT'S CHEATING.

And it also makes for a bad video.

When I talk with other communications professionals, one of the most common issues that comes up is when our clients haven't identified their audience for the particular communications or marketing piece they're creating.

Often the conversation goes something like this:

Client: "We've got this great program/resource/video/thing. We want to tell people about it!"

CP: "Great! Who is your audience?"

Client: "...uh...the general public?"

CP: \*internally screaming\* SMH

The "general public" is not an audience. Or not one that you can make an effective communications piece for.

Think about it. Say you've got this really great product, maybe it's a plant based all natural shampoo. You want everyone to buy it! But how you talk about that product with someone who is 65 years old and lives in the country would likely be very different than talking about it with someone who is 23 and lives in

a hip and trendy neighborhood in the city. These two people would likely have different values, things that interest them, and issues that they care about.

So for the 23 year old, you might focus on the environmental impact of the shampoo, that it's the thing to buy if you care about the planet. Or you might focus on the fact that all their friends are likely to have it, that it's the hip, new thing to try.

For the 65 year old who lives in the country, their values might be really different. They may not want to pay more for an all natural shampoo when they've gotten by just fine with what they've bought for years. So maybe you focus on your shampoo being simple, clean, no frills, gets the job done well. Maybe you talk about how your shampoo is "getting back to the basics" by removing all the unnecessary chemicals and additives.

Or you might go another direction entirely, but the point is, the story you tell to those two audiences is different. Whenever you're trying to communicate with a group of people, it's important to understand some of the basic characteristics of that group of people.

Now I'm not suggesting we should buy in to all the stereotypes and go so specific that you end up focusing too narrowly on an audience either. But the more you understand your audience - current, or desired - the better.

So this week, I'm asking you to think carefully about your primary audience for this video project. These are the people you really really REALLY want your video to speak to. You might have secondary and tertiary audiences, but for now I want you to think about the people you most want this video to reach.

Who are they? Are they youth? Adults? Primarily Male? Female? Non-binary? Artists? Athletes? Scientists? Academics? Musicians? Entrepreneurs? Philanthropists? Parents? Grandparents? What do they like? What do they

dislike? Where do they live? What's their socioeconomic status? What problems do they have? What challenges do they face? Where do they spend their time and money? Where do they hang out? What OTHER kinds of videos do they watch? What's likely to strike (and hold) their interest?

So that's a lot to think about. Because you've got a lot of homework to do here, we're gonna keep things short and sweet this week.

Basically, your homework is to create a profile for a person who represents your primary audience. For example, if you were going to make a social media profile for this person, what might it include? Often communications professionals will suggest going so far as to actually name your persona, but I find that a little off putting to be honest. But I do challenge you to get as focused as you can on this primary audience profile.

As promised, we're ending each week with some Questions to Ponder, and following it up with a Jump Start Activity for the week.

You can find the Questions to Ponder and the downloadable JumpStart Activity Worksheet at the link on the screen: [INSERT LINK HERE]. So head on over there to get started!

Next time, we're going to be talking a bit about different video styles, and what kinds of content YOU like. We've even got a special guest star....Yoda!

Thanks for watching! If you're interested in diving deeper into your video-making, or you want some additional guidance and feedback on how to incorporate video effectively into your work, sign up for a free one-hour consultation with me! You can do that at: [insert web address] and I'll be in touch to set up a time to talk!



[developplayllc.com/videoyourway](http://developplayllc.com/videoyourway)

If you're on the hunt for some resources about making videos, check out my How to YouTube and Video Production Basics Handouts, along with other video-making resources over at [DeveloPlayLLC.com/videoyourway](http://DeveloPlayLLC.com/videoyourway)

Alright. Now it's time to go forth and make some Video, Your Way.

***Links mentioned in this video:***

- Questions to Ponder and Jumpstart Activities: [www.developplayllc.com/vyw-email1](http://www.developplayllc.com/vyw-email1)
- Let's Talk! Sign up for a free 1 hour consultation: [www.developplayllc.com/vyw-consultation](http://www.developplayllc.com/vyw-consultation)
- Free Stuff! [www.developplayllc.com/videoyourway-free](http://www.developplayllc.com/videoyourway-free)
- Main Video Your Way page: [www.developplayllc.com/videoyourway](http://www.developplayllc.com/videoyourway)