

Personas (Avatars)

Goal

- Create a fictional person that all your content can speak to.
- Tim Ferriss has said that when he wrote the 4 Hour Work Week, he wrote that book as if it were a GIANT email to a specific friend of his.
- Recently, I talked with Amy Landino about her super successful YouTube channel, and she kept bringing up "Charlotte" – the person she "speaks" to in each of her videos.
- You want to be able to visualize and speak to someone too.

Building your avatar

- Start with your happiest or most successful customer
 - What made them love you?
 - What can you learn about them?
 - What patterns do you see?
- You may have multiple avatars, but let's start one at a time (with the happiest and most successful first)
- Give them a name!

Psychographics AND demographics

- Demographics may be useful
 - Gender identity
 - Age
 - Race
 - Location
- Psychographics are more useful
 - Airbnb is just as useful for 60 year olds as 25 years olds; it's a state of mind

“An unemployed college professor who drives a very, very used Volvo.”

Get inside their head

- What job do they have?
- What do you know about them socioeconomically?
- What's going on in their lives as it relates to your topics?
- Where is their mindset? Are they confident, worried, etc.?
- What are they thinking/wanting/insecure about that you can help with?
- Where do they spend their time online?

...list out everything you know.

Meet Matt

- He's a native English speaker
- He is 24
- He has a college degree (in the arts or humanities)
- Didn't want a typical after-college job
- Self-taught videographer
- Loves podcasts
- Learns a lot from YouTube
- Uses email but doesn't love newsletters
- Just starting to freelance
- Has worked with a couple clients, but those came easy
- Doesn't have many processes in place
- A little disorganized
- Fairly messy inbox
- Knows he is capable of running a successful freelance business
- Still isn't super confident
- Aspires to build an audience
- Wants to sell digital products eventually

Take it further with a story

Harpoon (time tracking and billing software)

- Adam is a 28 year old *freelance graphic designer* from Michigan. He spends about 4 hours a week reading blog posts and following links on Twitter, and that is where he discovered a link that pointed to Harpoon.
- Adam makes between \$60,000 and \$80,000 a year as a designer, yet feels like he **doesn't really have a good grasp on how much he is going to make** in the next year, so he's not sure if he should hustle for more work, or tell his wife: "Yes, we can easily take that vacation this summer".
- Adam spent 4 years working for a large agency in town, when he realized that he could do better on his own. He has been freelancing for 2 years now, and is interested in learning about **honing his business skills** as well as his design skills.
- He's been married for 4 years, and is starting to think seriously about having kids. One of his concerns about having kids is having a **good grip on his family's finances**, and feeling a sense of control over how things are going with his freelancing income.
- As he learns about Harpoon, he is thinking that this could be the tool that helps him to **gain the needed control over his finances**, giving him the confidence to embrace fatherhood without financial fears.
- His wife is excited that they can take that vacation **without Adam worrying** about how much it all costs and his lost work income.

When you create content...

- You make it for that person.
- Ask yourself every time...
 - Is this how you would explain [thing] to [person] in real life?
 - Am I using the right tone? Vocabulary?

Questions?