



BUILDING YOUR AUDIENCE W/ LIVE VIDEO

# WHAT IS YOUR STORY? WITH CASEY ZEMAN

**C R E A T I V E L I V E**

Copyright 2014 by CreativeLive. All Rights Reserved



## WHAT IS YOUR STORY?

What is your story?

My name is \_\_\_\_\_

I do what I do because of \_\_\_\_\_.

Who do you **ATTRACT** already?

- How do you find out?
- Who are you existing customers?
- Do you have an existing subscriber list?
- Do you have a group say on Facebook or some other community centric area?
- Who posts on your social media?
- Have you voiced your hopes and dreams and do they resonate?

## UNDERSTANDING YOUR AUDIENCE

- Problems
- Needs
- Desires

- Who is your audience and what do they want from you?
- What community are they apart of?
- Where does that community hangout?
- What is the general opinion coming from your market (community)...  
“I know I want to do video but it seems to hard...”



- What's the communities Language? What are they use to hearing day in and day out?
- What is their attitude about your Subject? (this is where you evaluate your solution to a problem in your niche)
- What do they know? (What is their current knowledge of the subject and topic) Beginner, intermediate or advanced...?
- What do they fear?
- What are they suspicious of? (What is coming out of the market?)
- What encourages them? (money/even they can do it/reputation)
- What do they love? (Metrics/Star Status/What makes them look good)
- Finally, what do they want? (To not look foolish/to be the hero/to have made the right decision/fast and simple)

## WHAT IS YOUR SHOW?

List out:

- Do I have an existing market/audience?
- What are 4 of my audiences biggest needs?
- What is my most popular blog post? Can I make a show out of that?
- Questions that I get already from an existing community.
- What are problems that my audience has that goes beyond what I specifically focus on? ie Vertical Markets, etc.?

## COMMON QUESTIONS AND OBJECTIONS ABOUT CREATING YOUR SHOW

**Question:** I have a highly regulated market for my business, I am a real estate agent. I can't talk interest rates. How do I create a web show?

**Answer:** Your show doesn't have to be specific to real estate but overall about how to better ones finances.



For instance:

What about a show with experts who can help with finance in general.

You are just building trust that is your job. So consider...

- How to handle student loans?
- How to get out of debt?
- How to save for retirement?

**Question:** I have a physical product. Such as an organic soap. What can my show be about?

**Answer:**

1. Your show can be education based about health and hygiene. (Teach information and curate content about studies relating to health.) Or go with “How to”
2. How to create your own organic soap? (This will not force those would potentially buy your soap to suddenly not buy it. Teaching value builds trust and that builds customers)
3. Q and A asking existing customers or potential customers what kind of soap they would want. Think vertically..
4. Does your soap work for pets?
5. Does your soap work for infants? Maybe your soap is intended for active people into sports. So your show can geared more towards those who are active...

C	R	E	A
T	I	V	E
L	I	V	E