

Understanding Your Audience

This may seem obvious, but not everyone gets it... you MUST understand the wants and needs of your audience if you expect to sell anything to them.

Without this understanding, you're basically dead in the water.

But don't worry. It's not as difficult as you may think. And, I've got a way you can become an "instant expert" without hardly any upfront work at all.

Okay, before we talk about that, let's assume you're wanting to enter into a market or a niche that you're not quite familiar with.

How do you connect with the audience in that market? How do you figure out what they want?

Well, given that you have a niche or product lined up ready for promotion, it's not too great a stretch to believe that you already have some insight into the audience that you're targeting.

However, whether or not you're at the point of 'truly' understanding the people whose attention you want to win, the video sales letter Formula works when you know enough to connect with that audience on a distinctly emotional level.

You need to be able to make your video sales letter script really feel personal.

This can't happen simply through guesswork.

It can happen by really, truly knowing your prospects (aka the people you're selling to).

So before your video sales letter script can attract any person to what you have to say, you need to be able to seriously relate to the following question;

Just who is your ultimate customer?

You need to know your ultimate 'buyer-to-be' in terms of their interests, likes, language, struggles, and problems they need solutions to...

When you can effectively answer these questions 'on the spot', then you are able to create that all-important buyer 'persona' – the ideal customer with whom your VSL will connect.

Knowing these somewhat intimate details about your ideal customer will also allow you to then further assess details about the product that you are selling to them.

These details would include the most relevant price point for making likely sales to them, the biggest benefits your product will provide them, how your competitors are attracting your potential customers, and how to angle the tone of your VSL script to persuade them that your product is the one that will benefit them the most.

Remember that these are conclusions that you are basing your script on, not assumptions.

These are insights into your 'persona base' that you can very frequently obtain through some fairly easy detective work like...

1. Examining comments on social media accounts of your niche and product competitors. One of the best places to go on social media to really get an idea for what your audience wants are Facebook groups.

Join some of the groups in your niche. Find out what the members talk about most. What are the question they frequently ask? What problems do they have? What solutions are available to them? What solutions do they wish were available to them?

Finding the answer to these types of questions can really give you a much deeper understanding of your market.

2. Observing niche forum interaction where participants are highly motivated to express their feelings and opinions. To find relevant niche forums you can go to Google and just type in "forum" with your niche in front of it like this...

"Weight loss forums"

And you can find tons of forums to visit. Once you're there, join the forum and actively participate. Ask questions. Answer questions. Become part of the community. But absolutely do not try and sell to these people. You're there to observe, not sell. Same goes for the Facebook groups.

Some other places you can visit to learn more about your target audience would be q&a sites like Quora and Yahoo answers, and niche blogs especially the comment sections.

Now how does knowing all this about your target prospect help you create a more convincing VSL?

It works because the level of your attention to detail in planning and preparation makes it much easier for you when you go to create your copy using the VSL template.

Not only are you in the mind of your potential prospect, but through your sales message, those ideal customers are now relating to you, which translates to a much greater likelihood that they will purchase from you.

Now, earlier I talked about how I've got a way you can become an "instant expert" without hardly any upfront work at all.

I call this the I call this the Go With What You Know Method.

This is where you choose to sell products or promote products in markets and niches that you are intimately familiar with. They're markets and niches that you are actively involved in.

Let me give you some examples to explain what I mean:

You may choose to enter a market about "bed wetting" because you had a child who wet his/her bed. And so you have extensive experience for dealing with the problem. Experience other parents may not have.

Or you may choose to enter a market about products dealing with "Siamese cats" because you own a Siamese cat.

Or you may enter a market about "how to have a happy marriage for men" or "how to have a happy marriage for women" because you have a happy marriage.

Or you may choose to enter a market for products dealing with the "raw food diet" because you yourself eat a raw food diet.

See what I mean?

You choose to enter markets or niches based on what you already know. What you're already familiar with.

You could literally already be "expert level" in some markets. Think about all of the things that you do every day. All of the things that you're interested in. What do you know more about than the average person?

Let me give you some more specific examples.

I suffer from eczema and I've found that I can control it with a few natural products that I buy online. Because of my experience with this problem I could easily write a VSL selling a product that shows how I control my eczema.

And we own a siamese cat. And I know all the issues a person has who owns a siamese cat. So it wouldn't be difficult for me to write a vsl about a product that helps people care for their siamese cats.

Get it?

I usually stick to things I know because I'm kinda lazy and I don't like to spend a lot of time learning about something just to sell a product about it.

So if there's something you're good at, something that other people would also like to be good at, then you've got a skill or knowledge that you can sell and you can use your new VSL copywriting skills to sell it!

Okay, remember, before you start creating your VSL, it's very important that you understand your prospects wants and needs. If you are already a member of that market, say Internet Marketing, then you may understand your prospects already. However, if you venture into markets where you don't know the people in those markets, you'll need to take some time to understand them. Understanding their thoughts, ideas, motivations, and emotions and using them effectively in your VSLs is what will separate you from your less successful competitors.

Alright, that's it for this video. In the next video we will be going over the specific steps you'll need to take to craft a powerful, cash-flow creating video sales letter.

See you then.