

An avatar is not just a giant blue alien from a pretty expensive film; avatars have a much more critical function in your strategy. An avatar is a picture you have of your 'ideal listener.' The ideal listener is the person out there who will get passionate about your content. They're the ones whose problem you're solving, who will carry out your primary aim and who will grow to love your stuff and pass it on to everyone they know.

This picture needs to be genuine – you need to flesh it out so that it becomes a live person in your mind. Your avatar, your ideal listener, should be as natural to you as your friends and family. They should have personality, background, likes and dislikes.

Creating an avatar is an instrumental tool for building your brand and is worth every minute you spend on it. With a clear avatar in mind, it's easier when creating content that is focused, exciting and on-point for your show. In addition, by visualizing your avatar, you can cater your content to make engaging shows with their likes and dislikes in mind.

Answer the questions below to flesh out your avatar:

- **What is your avatar's name?**
- **What age is your avatar?**
- **What do they look like?**
- **How do they dress?**
- **What's their job?**
- **What do they love to do in their time off?**
- **What's their history, eg. hometown, education, how they got to where they are now?**

Problem Solving Explanation

Once you have created an avatar of your ideal listener, it's time to start planning how you will help them. What questions are you answering with your podcast that will help your listener with a problem they are experiencing? One of the first ways to achieve this is through your podcast description. This small amount of text greatly influences persuading people to listen.

Think about all the obstacles and challenges your avatar has concerning your topic. Then, narrow your topics, the more specific, the better. People like to know what they gain when they invest time as listeners.

For example, the podcast ***Fast Track Your Fashion Brand, the #1 Resource for Launching & Growing your Business***, hosted by fashion business leader Nicole Di'Roco, is short and practical. Each episode outlines a problem-solving solution for people looking to start a fashion brand. Each show is about 20-40 minutes, depending on if there is a guest.

Another example is the podcast, **My Paranormal Story**, hosted by Tom Stewart. Tom, a paranormal investigator, shares his & his listeners' encounters with the paranormal. Each show is less than 40 minutes long and connects with listeners who have also experienced supernatural events or are fascinated by the unknown.

List five of the top problems your avatar is experiencing.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

WHAT MAKES YOU UNIQUE?

What's the Primary Aim of your Podcast?

How do you benefit from the podcast? What do you want your listeners to do each time they listen to an episode? Buy a product? Get in touch with you? Sign up to your mailing list? Go to your website home page?

What's the Secondary Aim of your Podcast?

The secondary aim often happens incidentally as a result of your podcast. For example, if an organization invites you to speak at an event, you might make more contacts in your industry or attract other related partners.

How Will You Measure This Aim? Is it through audience growth, increased income, and more business connections? Think about how you want to measure success.