



ADUCATE - Tom Breeze's 90-Second Ad Formula

This framework is a simple guide that will ensure your YouTube marketing efforts get the results you're after.

A - Aim

Very simply, who is your target audience? What do they want? If you were to paint a picture of your ideal viewer, what would they look like? Get this right and you grab attention immediately by being relevant to your consumer.

D - Difficulty

What is the problem you can solve for your audience? Seek to personify the issue so that they can identify it right away as being their problem - the enemy, if you will. If you can define your viewer's difficulty, and do it better than they can, this will instantly build their trust for you and your message.

U - Understanding

Everyone wants to be understood. This is the part where you align with your viewer's feelings. They know you grasp their problem, now let them know you empathize with them as well.

C - Credibility

What makes you qualified to help your viewer? Is it your experience? Is it the many others whose problems you've solved? Have you spoken on stage, written a book, been awarded for what you do?

A - Action plan

You've established yourself as an expert who can solve your viewer's dilemma. Now offer them an action plan. Keep it down to three or four steps, and if possible make them feel that they've already accomplished Step One.

T - Teaching

This is where you unpack your formula, sharing a bit of detail for each step. Reveal just enough so that viewers realize there's more value to be had from your actual product, enough for them to say, "That's so true - I need to learn more."

E - Exit

At this point you address people's natural criticism by pointing out an obvious drawback and following it up with a positive point to negate the con. Then you give a clear call to action, telling the viewer what you're offering, what you want them to do next, how they will benefit and perhaps, subtly, the consequences of not taking action.

Get help with your YouTube marketing from Tom Breeze at Viewability.co.uk

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