Viewer Avatar + Channel Promise

One person · one sentence · every idea filtered in five seconds

Build the avatar — intentions, never demographics

WHAT ARE THEY TRYING TO DO OR FEEL? (the outcome behind the watching):

WHAT DO THEY TYPE INTO SEARCH? (pull from your Lesson 2 harvest):

WHAT HAVE THEY ALREADY TRIED OR WATCHED? (your starting line):

WHAT DO THEY QUIETLY FEAR IS TRUE? (speak to it, kindly):

NAME + ONE HUMANIZING DETAIL:

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The promise — formula, tests, and positioning

The formula

"I help [ONE specific viewer] [get an outcome THEY want] through [a concrete format]."

MY PROMISE (final wording — must survive being said out loud):

The three tests

- [ ] STRANGER: could a stranger guess my next video from this sentence alone?
- [ ] EXCLUSION: does it clearly rule ideas OUT? (a promise that excludes nothing filters nothing)
- [ ] CARING: would my avatar read it and feel "that's for me"?

Positioning — one clear difference each

Neighbor 1: They do _____ **I do** _____

Neighbor 2: They do _____ **I do** _____

Neighbor 3: They do _____ **I do** _____

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What to do with this document

Your next steps

- [ ] Build the avatar from the four intention questions — name them
- [ ] Draft promise variations with AI; run all three tests OUT LOUD; final wording is yours
- [ ] Write the three neighbor lines — one clear difference is positioning enough
- [ ] Filter your 10 latest ideas: delivers the promise / someday list — then post the promise where you script

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.