

# JAMES SCHRAMKO

## ADUCATES: An 8-Part Formula for Ad Content YouTube and Your Audience Will Love

- A - Aim:** What do your customers really want? Speak to that quickly, it's important. Skip the long-winded intros. The faster you can get into your content, the more attention you will have.
- D - Difficulties:** What is standing in the way? What are the problems your customer's currently having? What's frustrating them? What's the negative impacts of all that? Align properly with your audience and they will learn to trust you.
- U - Undertaking:** You want to explain to your customer at some point the reason your brand exists, why you do what you do. They want to have a sense of belonging and know that you have values. And whatever your values are, you want to be clear about what you stand for and against, because people want to align with that.
- C - Credibility:** Credibility is, this is what I've done. This is why I am qualified to go on this journey, to try and fix this problem that's never been fixed before. Here's a bit of my background.
- A - Action plan:** This is your methodology, your unique method of doing things. You want to make sure all the education you've been teaching people fits into a model of some sort, a system. When someone has a plan, it means that they've been through it a few times before, they know what they're doing. And again, it feeds into that credibility.
- T - Tweak:** What you're going to say here is, This action plan that we developed, it works, it's really efficient, but it had a slight drawback. It's the damaging admission. And you talk about what you did to fix it.
- E - Emergence:** This is where you build up the second wave of credibility, by talking about the success you've had as a result of fixing your method.
- S - Stack:** Here you want to tell people, here's what it is, here's the price of it. It's kind of disqualifying people just by the nature of the price of it. And then you want to discuss any bonuses or guarantees included, but not in a full-blown sales pitch.

Need help with your YouTube campaign? Look up Tom Breeze at [viewability.co.uk](http://viewability.co.uk)