Welcome to Video #7 and we’re going to talk about Media Mapping. The reason why this is called media mapping is simply because we are going to further put ourselves in the person’s shoes by utilizing media sites such as YouTube.com and/or other sites as well.

This is going to allow us to map out a better view of what our perfect buyer is into, what their perspective is – basically map out their passion about their niche and what they like, what they dislike, what kind of person looks like them, what do they watch as far as documentaries go, what do they watch, what do they like to learn, and everything basically surrounding that particular niche.

If you looked in my previous video and we did a Google of A Day in the Life of a Gardener, we saw a couple of videos that were related. In this case, I will highly recommend that you watch these so you have a better view of what their day looks like. In addition to that and what expands on that is what are they like? So, once you watch this, you'll have a better perspective of their typical day.

We can type in Google in YouTube – we have Gardener or even Gardening TV Shows and see what we get. What I would do normally is I would sort it by View Count and Rating. We can see View Count here and we can see that the ones on the top are obviously highly viewed. So, we have 42,000 views, 67,000 views, 143,000 views … let's see Garden Girl TV – 298,000. So, if you click on this just to take a look. It looks like pretty much fits that demographic of female, maybe middle-aged female. If we go through here, what I like to go through is I like to watch these videos that they watch and then I like to take a look at the comments that match that particular video to see and get an idea of what people are saying about that particular video. And if I could see patterns or similarities on what people are saying – if people are saying over and over again that their frustration is this or they are passionate about that consistent thing over and over again, then that tells me that there's something there. All right, so that’s the whole goal of this.

So, we can type in Gardening TV Shows. We can type in Garden Documentary. Obviously, look at the video to make sure that it is related to what we’re selling. So, Gardener or it could be Gardening. Try different variations. Typically, with this part, I would spend about 30 minutes and sometimes I’ll spend an hour just going through videos and eventually after you watch all these videos, you'll just start to see the pains that gardeners go through, what gets them excited, what gets them angry, what gets them mad, and eventually you'll know so much about your niche just by watching these videos.

With media, there are different types of media so you can use other social networking sites such as Instagram to get a better of view of the pictures out there. Look at Pinterest to see what people are doing in terms of gardening. So, you can look at other social networking sites, other different types of media, pictures, videos, text even, podcast if you could find a podcast, just to get an idea of what your niche/your perfect buyer likes, dislikes and everything like that.

As you're doing this, you can keep a journal and documentation of the likes, the dislikes, everything that you could think of that would allow you to map out what is going on in your perfect buyer’s mind. That’s really what we’re trying to do is essentially map out what is going on in their brain. The better that you understand that, the better you're going to know. When you start to sell your products and services, you're already going to be leaps and bounds ahead of most of your competitors at this point because most of your competitors are not even thinking about doing any of this.

I hope you enjoyed this video. In the next video, we are going to talk about buying habits. What this will reveal to you is what they're willing to buy, what they're willing to spend even more money for so that you have a better picture of what products and services that you could essentially offer to them. All right, I’ll see you there!