How to Create Great Characters Quickly

When you are creating a character, or characters, for your explainer video script, you need to think, "What are we trying to accomplish with this video?"

So, for example, let's say that I was writing a script about some new type of organic frozen dog food.

So, I say to myself, "Okay, we probably want the main character to be a dog owner." Some might say, you know, "Should it be a male or a female character?"

So, I might go to Google or do a quick Google search, and I find out that most dog owners are male, 70% or so are male. So, I might say to myself, "Okay, let's make it a male, and let's name him, I don't know, something like Rob, or Dave, or John, or whatever."

Or, I might say to myself, "You know what? A lot of people who own dogs are also within or couples. So, you know what? Let's just add in a woman, and we'll make it a couple. We'll just say, 'Rob and Jane are dog owners.'"

Another thing that I will do is think about, how much information do I need to have about this person?

So, if we're targeting people who own a bakery, we're going to

need to call those people out and say, "Oh, this is Rob and Jane. They own a bakery."

But, when it comes to dog owners, we really want to appeal to the masses, so I'm probably not going to say anything else about Rob and Jane. I'm not going to say that they're lawyers. I'm not going to say that he's a truck driver. I'm not gonna say anything because we just want it to appeal to everyone.

So I'm not gonna even say, for example, "They live in New York City," because we probably also wanna sell to people who live in other cities.

So, when you're trying to figure out what characters to create for your script, the key is, think about, who are we trying to appeal to, and then just make a judgment call.

This is more art than science. Create one character, or maybe two. Pick a gender. Pick a name. If you have to include their profession or some other detail, do it, but don't include any more details than you need to because you always want to appeal to the widest possible audience.