

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



I've heard some creators discuss the challenges of staying relevant on YouTube.

I've seen top
YouTubers talking
about the pressure
to maintain high
viewer
engagement.

They mention the need for diversified revenue streams beyond ad revenue.

Some creators express their excitement when their content goes viral.

I've heard concerns about the constant changes in YouTube algorithms.

Wants to create content that resonates with their target audience and goes viral.

Needs a stable income source and financial security through their YouTube channel.

Hopes for a supportive and engaged viewer community.

Dreams of collaborating with other top YouTubers in their niche.

Considers the impact of trends and current events on their content strategy.



Persona's name

Short summary of the persona

Actively engages with their audience through comments, live chats, and social media.

Monitors
analytics and
adapts content
based on viewer
preferences and
feedback.

Collaborates
with other
content creators
for crosspromotion.

Consistently produces and uploads content to maintain viewer interest.

Participates in YouTube events and trends to stay relevant.

Fears losing subscribers and viewership if their content quality drops.

Anxious about potential burnout due to the demands of content creation.

Frustrated by the unpredictability of YouTube's algorithms and monetization policies.

Concerned about negative comments and criticism affecting their mental health.

Excited about the creative freedom and opportunities that YouTube offers.

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



