



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?

"WELCOME
TO OUR
JOURNEY OF
EXPLORING
THE
UNKNOWN!"

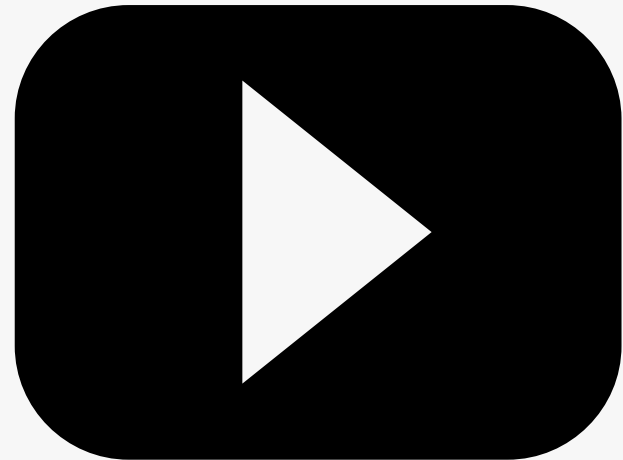
"HIT THAT
SUBSCRIBE
BUTTON AND
JOIN US ON
OUR EPIC
ADVENTURES!"

"DON'T FORGET
TO GIVE US A
THUMBS UP IF
YOU'RE EXCITED
ABOUT THIS
ADVENTURE!"

"Strategies to
keep viewers
engaged and
eager to
return."

"Analyzing
viewer
demographics to
tailor content
to their
interests."

"Exploring potential
collaborations with
other YouTube
creators for
mutual growth."



Exploring World's Top
Youtube Channels

roduces high-
quality videos
featuring stunning
visuals of various
locations."

"Creates engaging
storytelling through
vlogs, narratives,
and personal
experiences."

"Regularly uploads
new content
following a
consistent
schedule."

Subscribers eagerly
anticipate new
content from their
favorite YouTubers,
looking forward to
being entertained,
educated, or
inspired.

Viewers feel a sense
of camaraderie with
the creators, as they
share personal
stories, thoughts,
and experiences in
their videos.

The content often
leaves subscribers
feeling motivated to
try new things,
pursue their passions,
or make positive
changes in their lives.



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



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