



Says

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

Let your audience view a quick snapshot of your video

Thumbnail attracts more viewers

There are an effective way to get us to click and watch a video



Creating youtube thumbnail using canva

1. Upload a photo
2. Use the text tool
3. Add a background
4. Add a title
5. Add a description

Thinks

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



It give potential viewers the first impression of your video

Thumbnail act as a visual preview of your video

Creating youtube thumbnails attract viewers attention and encourage them to

Thumbnail play a major role in videos

A video without thumbnail doesn't look appealing.

Reduced file size compared to the original image



Does

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

Youtube thumbnails are small images you see before clicking on a video

They represent the content of the video

They earn more viewers to video

Feels

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



[See an example](#)