

## Says

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

> Developed a content strategy,including the video ideal

Research your content to understand you competition and audience's preference

What are their wants, needs, hopes, and dreams?

**Thinks** What other thoughts might influence their behavior?

> choose your channel name and promotion

Market Research

Content Planning



Asks friends

Research the content

Select a specific

topic &stand out

and attract a

dedicated

audience

Compares of more topic

Enjoy the video

Learn and improve

## 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?

Sure who to

must

