



Says

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

What They Say:

List the key messages and content themes of the top YouTube channels. What are they talking about, and what is their main focus?

What They Do:

Describe the actions and behaviors of the creators on these channels. How do they engage with their audience? Do they interact in the comments, host live streams, or use other methods?

What They See:

Explore the visual elements of their content. What kind of visuals, graphics, or video styles do they use? How do they present themselves on camera or in thumbnails?

Thinks



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

Wants:

- Creators want to grow their subscriber base and viewership.
- They want to create content that resonates with their audience.
- Many aspire to earn a sustainable income from their channels.
- They want recognition and validation for their creativity and efforts.
- Some may want to diversify their content or collaborate with other creators.

Needs:

- Creators need to consistently produce high-quality content to maintain audience interest.
- They need to engage with their viewers through comments, social media, and live streams.
- Access to resources like equipment, software, and a reliable internet connection is essential.
- They often need to adapt to changes in YouTube's algorithm and policies.

Hopes:

- Creators hope to build a loyal and supportive community around their channel.
- Many hope to turn their passion for content creation into a full-time career.
- They aspire to inspire and entertain their audience.
- Some hope to make a positive impact on social or environmental issues through their content.

Subscribers Galore : Exploring World's Top Youtube Channels



Does

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

Consistent Content Creation:

Most successful YouTube channels maintain a regular upload schedule to keep their audience engaged.

Audience Engagement:

Creators often interact with their viewers through comments, live streams, and social media to build a loyal community.

Diversification:

Many channels expand their content topics or formats to reach a broader audience or adapt to changing trends.

Feels



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

Frustrations: Content Copyright Issues:

Dealing with copyright claims, disputes, or takedowns can be frustrating and time-consuming.

Fears:

Fear of Burnout:
Creators may fear burning out due to the demands of maintaining a consistent content schedule, responding to comments, and managing their channels.

Anxieties:

Income Stability:

Creators often experience anxiety about the stability of their income, which can fluctuate due to factors like ad revenue or sponsorships.

[See an example](#)