## Says

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

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



- The channel unsurprisingly includes loads of music videos, plus some behind the scenes footage.
- Hugely popular worldwide WWE has pulled in tens of millions of subscribers from every corner of the planet.
- A subscriber to a channel on the videosharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel.

- We have to get Identity proof.
- Identity proof.Address proof.
- An application with the business details.
- DIY Tutorials.
- Technology reviews
- Podcast channels.

 Video game reviews and walkthroughs.

**Thinks** 

 Illustration/ animation channels



## Persona's name

Subscribers Galore:
Exploring World's
Top Youtube
channels

- Connection and
- Empowerment.

belonging.

Choose google friendly keywords.
Use concise descriptive video titles.
create custom thumbnails.

- Fill out your profile information.
  Optimize your video descriptions.
  Interact with your fans.
- Be active in the community.
- Work with (the right) influencers.

- Excitement and curiosity
- inspirationFascination

• Connection Viewers feel a sense of belonging in a Youtubers.



## 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?



