



Says

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

• "I'm really struggling with the YouTube algorithm changes lately."
• "The pressure to keep up with my posting schedule is overwhelming."

• "I need to find ways to engage with my audience more effectively."
• "Monetization stability is crucial for my financial security."

• "I'm afraid that my viewers will lose interest if I take a break."
• "Negative comments really get to me, and I worry about my mental health."

• "Dealing with copyright issues and content strikes is such a headache."
• "Coming up with fresh, exciting content ideas can be frustrating."



Thinks

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

The challenge of balancing personal life with YouTube can lead to stress and the need for time management.

I want to continue growing my viewership and subscriber base to reach a wider audience.

To maintain my audience, I need to consistently produce high-quality content and adhere to posting schedules.

Staying relevant and adapting to changing trends and algorithms is essential.



I consistently upload videos, often following a regular posting schedule to keep my audience engaged.

I actively interact with my audience through comments, live streams, and social media to build a sense of community.

I invest in high-quality equipment, editing, and production values to make my videos visually appealing and professional.

I might explore new content niches or platforms to diversify my audience and income streams.

A strong sense of determination to overcome challenges and continue pursuing my YouTube dreams.

Frustration and anxiety when dealing with negative comments and criticism, which can impact my mental well-being.

Fear of sudden changes in YouTube's algorithm that can affect video visibility and viewership.

Achieving creative fulfillment and connecting with a global audience can bring them a sense of accomplishment.



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?