



Says

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



Thinks

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



Feels

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



Does

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

See an example



Enthusiastic viewers seeking engaging content.

Content creators looking for inspiration and strategies to grow their channels.

Marketers interested in advertising opportunities on popular channels.

Viewers want entertaining, educational, or informative content.

Creators aim to understand what makes a channels successful.

Marketers consider which channels align with their target audience.

Viewers subscribe, like, and comment on videos.

Creators analyze trends, create content, and engage with their audience.

Marketers research and negotiate partnerships with popular channels.

Viewers desire to be entertained, informed, or inspired.

Creators may feel pressure to perform or innovate.

Marketers seek channels that resonate with their brand's value.