



Says

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

Type your paragraph...



Thinks

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

Type your paragraph...

"I wish there were more channels that focus on cooking healthy meals."

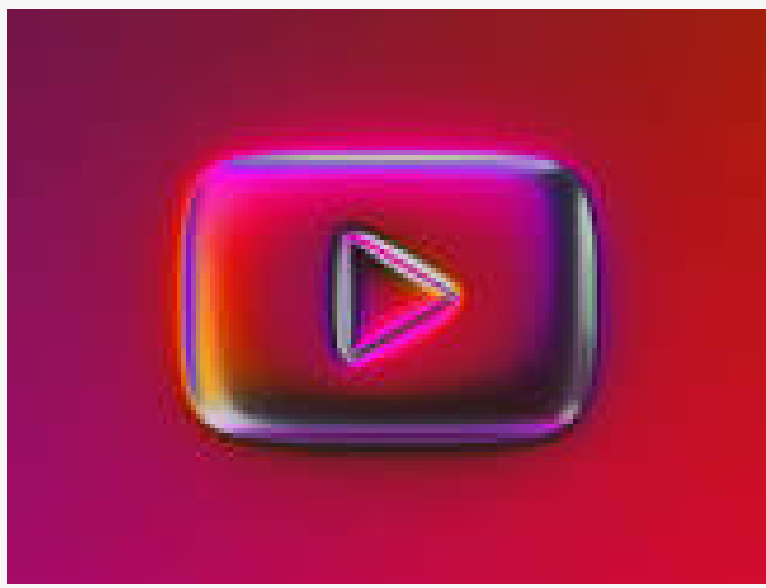
"I love watching YouTube channels to learn new skills."

"I find it frustrating when channels overuse clickbait titles"

Think: Explore the thoughts and beliefs your audience has about top YouTube channels. This can include their expectations, motivations, and concerns:

"YouTube channels are a great source of entertainment and information."

"I want to find channels that align with my hobbies and interests."



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Subscribing to channels they enjoy.

Leaving comments and engaging with the community.

Sharing videos they find interesting with friends.

Feel: Consider the emotions your audience might experience when interacting with top YouTube channels:

Excitement when discovering a new, engaging channel.

Trust when they find a channel that consistently provides valuable content.



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?