



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?

Configure
YouTube
account
defaults

Append URL
with
subscription
string

Add
watermark to
your video

Use "power playlists"

Promote
videos in
your end
screen

Publish long
videos

Subscribers
Galore sibi G

Short summary
of the S.MOHAMED MUBARAK

Create
engaging and
information
contant

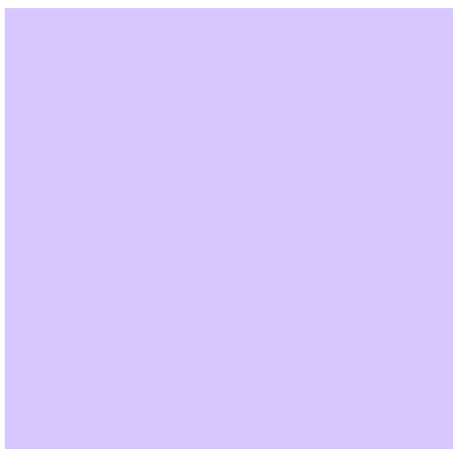
Optimize
your
YouTube
videos

Create and
publish
videos
frequently

Emotional
cantent

Your
Commentary
video and
time must be
adhered to

Your video
start image
impressive in
subscribers



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?