

## 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?



Use"power playlists"

Add
watermark to
your video

Configure
YouTube
account
defaults

Append URL with subscription string

Promote videos in your end screen

Publish long vidos

Subscribers

Galore
A.SHARMILA

Subscribers Galore

Create and publish videos

frequently

Emotional cantent

Create engaging and information contant

Optimize
your
YouTube
videos

Does

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

Your
Commentary
video and
time must be
adhered to

Your video start image impressive in subscribers

Feels

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



