



**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?

Add watermark to your video

Append URL with subscription string

Configure YouTube account defaults

Use "power playlists"

Publish long videos

Promote videos in your end screen

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**R.SOPIYA**

Create engaging and information content

Create and publish videos frequently

Optimize your YouTube videos

Your Commentary video and time must be adhered to

Emotional content

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?