



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?

they hear the
cativating and
information
voice of the
channel
creator

they might
comment
on videos

Subscribers to the top
YouTube channel see
engaging and high-
quality video content
that covers a wide
range of topics, from
entertainment to
education

who may
have a
distinctive
tone

their
iinterest
and
preference

they might think
that the channel
understands

SUBSCRIBERS GALORE

Exploring world's top
youtube channels

If you plan to create
and upload content to
youtube focus on
producing high-
quality,enagaging
videos that cater to
your target audience.

YouTube is a platform
that offers a wide
range of content, from
funny and lighthearted
videos to gripping
storytelling and
thrilling performances.

interacting
with your
viewers is
crucial.

overcome
challenges by
watching
content on the
platform

engaging with
your audience
can foster loyalty
and increase
your subscriber
base.

YouTube can
create a sense
of connection
and community



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?