



Says

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

Keep it short. Don't
immeclialely Ask for
lubscribers. Make
your Auclience Feel
Something. Avoid
being Too Specific.

Engage The
lenses. croate a
signature Look.
Say Something
Unexpected.

Don't repeat the
title. use the
world you at
least once. tell
reaclers what's
coming next



Thinks

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

Creating
minecraft content
computre with a
webcam and
microphone

smart phone or
other external
camera for
recording
content.

Editing software that
makes your life
easier when
assemplins videos. A
clean well designed
station for working
and recording



Subscribers Galore ;
Exploring World's Top
Youtube Channels

Subscribing, Liking,
and commenting to
engage with creators.
sharing content with
friends or on social
media to spread the
enjoyment.

The overall
branding; style and
personality of a
channel can also
play a role in
attracting and
retaining subscribers

Getting your
viewers excited
and addicted to
the content you
maka

Joy,
amusement,curiosity,and
some times frustration or
disappointment depernding an
the content quality.

Top youtube channels
influence viewers'
preferences,
interests, and
behaviors, often
shapping their online
and offline lives.

The more you
practice and
perfect your
videos, the less
fear inducing
they'll become.



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?