

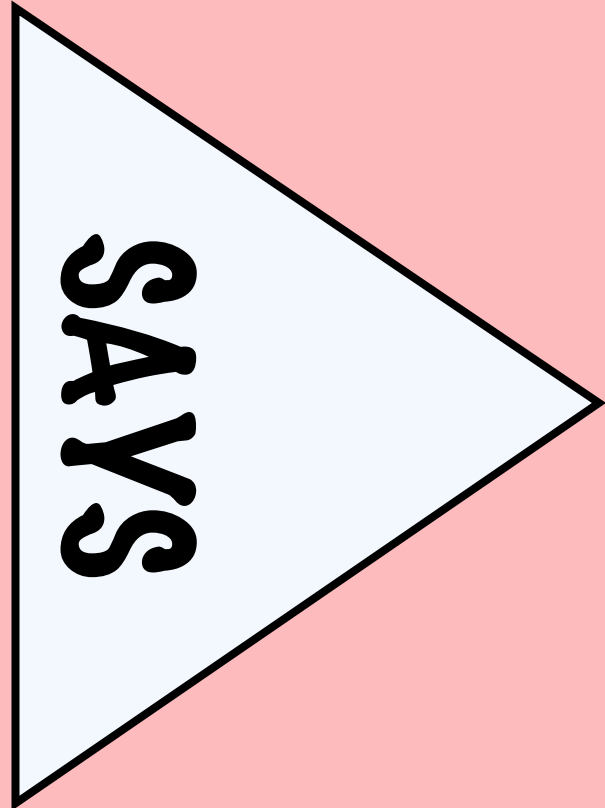


Says
What have we heard them say?
What can we imagine them saying?



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

Every day, YouTube users watch over a billion hours of YouTube videos, and yet only 9% of small businesses have taken the leap to start their own channel.



Video lets you show your audience what your brand is all about rather than just telling them.

You Tube is the third-largest search engine, which makes it great place to reach people who are looking for visual content.

You need to create content that does better than what's already out there.

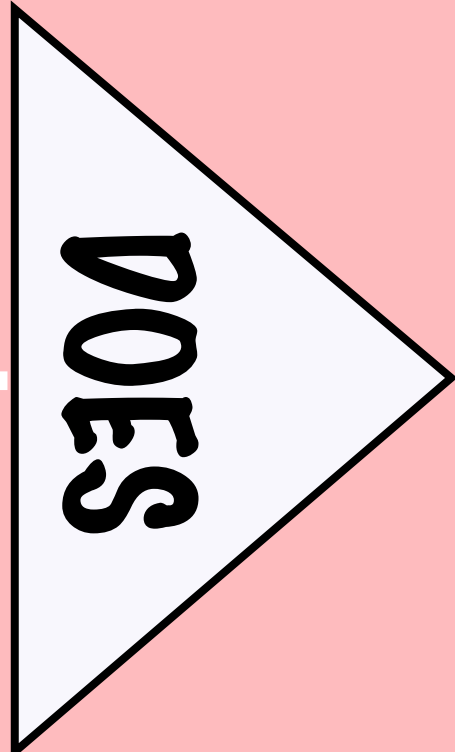
Get noticed on YouTube by providing content that is engaging, valuable, and useful.



Viewers are looking for someone who can satisfy a need—a need for information, entertainment, escapism, and all the rest of it.



Learn some simple but strategic tips for helping people find your channel, from how you word your captions to who you collaborate



You Tube has plenty of ways to help you attract new viewers.

Integrating with fans of your channel is a big part of what it means to be a creator.

Nostalgia: Most people get nostalgic a few times each month.

Novelty: The science behind novelty is intriguing yet pretty straight forward.



Positive emotions like hope, happiness, and joy can inspire and motivate your audience, while negative emotions like fear, anger, and sadness can create a sense of urgency and encourage action.



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?