



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?



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?



Marketing and  
Branding  
Professional,YouTube  
Algorithm Analyst

: "I want to understand what makes the top YouTube channels so successful."

: "I need to understand how top YouTube channels build their brand."

: "I'm drawn to these top channels for a reason."

"What types of content do they create? How do they engage their audience? What strategies do they use to stand out?"

: "Why do I enjoy their content? How do they keep me entertained or informed? What keeps me coming back for more?"

"What metrics influence YouTube's recommendation system? How do engagement and watch time impact a channel's visibility?"

Analyzes branding elements, studies monetization strategies, reaches out for partnerships or influencer collaborations

Analyzes popular videos, studies subscriber engagement, experiments with different content styles and formats.

Watches videos regularly, likes, comments, shares videos, subscribes to channels to stay updated.

: Interest in leveraging successful branding tactics, eagerness to explore potential collaborations, ambition to create viral content.

: Aspiration to achieve similar success, curiosity about industry trends, determination to improve content quality.

Connection to content creators, excitement when new videos are uploaded, appreciation for quality entertainment or education.