



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?

Use vedio to communicate

Be present and open-minded

Recognize your emotions

Listen

Ask questions of the other person and our self

Read



Persona's name
Short summary of the persona

Share something of yourself

How to increase subscribers,view

Offer help

Funny

Thinking about new content

Making interesting videos



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?