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

Well- designed thumbnail= better conversations. In the long run, for your chennel to perform consistently and to get not just more cliks but also better views, custom thumbnails are important.

Belive it or not, people judge a youtube chennel besed on the thumnails even before they watch the videos.

Your youtube thumbnail is the first thing your audience sees before watching your video.

Pronunciation Practice:
SAY
SAYS
SAID

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

wannts;
viewers will first see your thumbnail & little this info gives them a glimpse of what your video is about and helps them decide if they want to watch it.

Needs;
A thumbnail that matches the content of the video as well as the titie.
High quality images.

Hopes;
canva offers a userfriendly interface that makes it easy to creater a simple & clean design.

Dreams;
work with a video marketing agency to design professional thumbnails thatwill attract more visitores and bring more eyes to your video contet.

Creating Youtube Thumnail with canva

Does
What behavior have we observed?
What can we imagine them doing?

Get people to click on your video, resulting in a high click-through rate.

Observed;
when a low click- through rate thumnail is suapped with a high click ratr thumbnail, views increase.

DOES

Get them to watch your video from beginning to end.

Life andworrying along too well. Faced with a combination of work deadlines, meetings, and performance evalutions-- plus, you know, an entire personal life-- many of us find ourseves distracted by unplesant visions of the future.

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Give them a memoreable, experience that results in them liking commenting and subscribing to your chennel
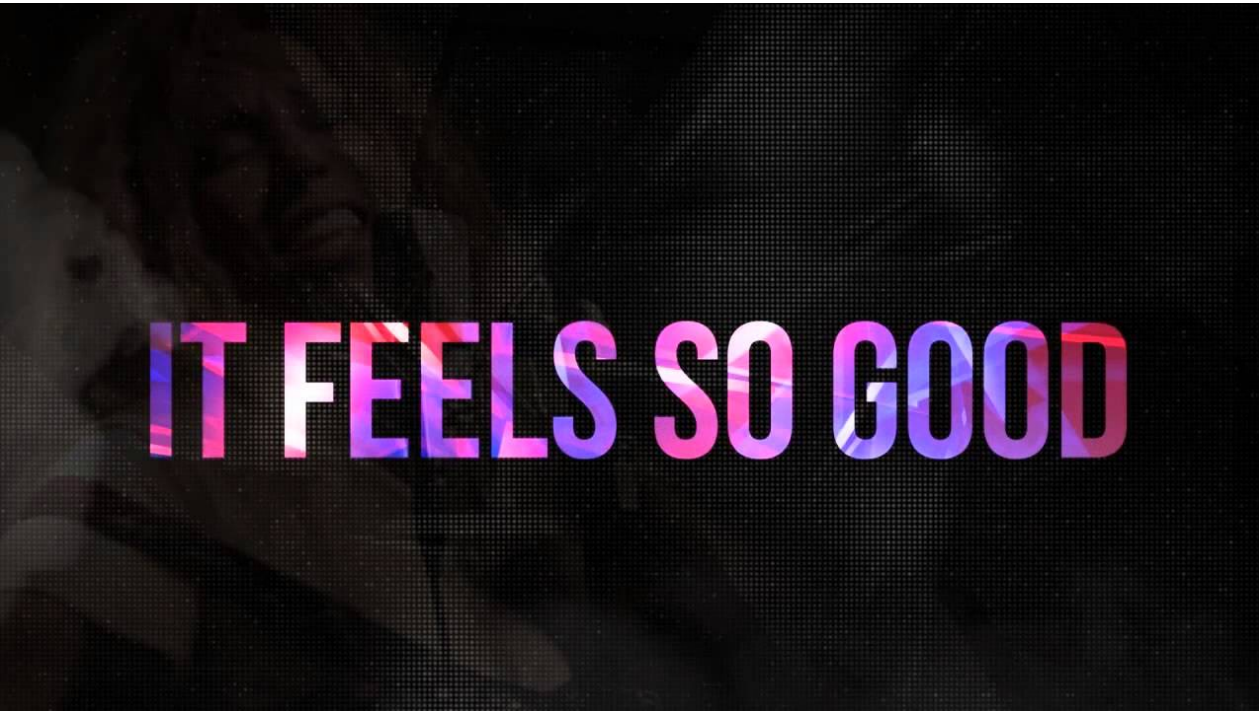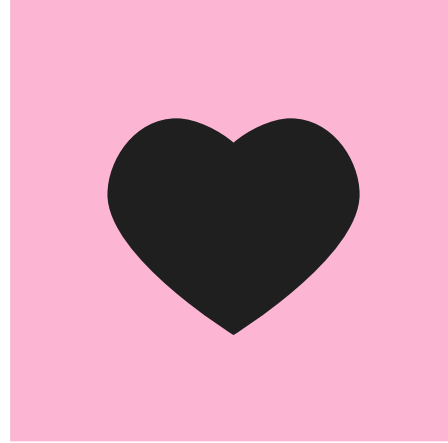
mental helth experts warn that fera-inducing videos affect brain development in young children.
the aerican academy of pediatrics warns parents about the importence of limiting screen time.

Starting a youtube chennel doesn't haveto be scary. Give yourself a positive push with the right tools and endlesscreator support.

IT FEELS SO GOOD

See an example