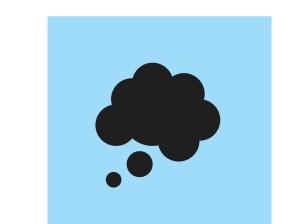
Says

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

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



Thinks

Youtubers ask their viewers to subscribers their channel to increase engagement on the new upload

Found one's video at the perfect time when you needed the most

Get inspiration faster To reach high marketing

Earning money

Brand promotion



Persona's name

Short summary of the persona

Creativity in making content videos

Consistency in posting videos

Confidence to reach their success Blackmailing them by misusing their personal information

Using the view of other people to influence someone

Making someone feel bad about him/her by posting irrelevant content



Does

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



See an example

Feels

