



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?

***Starting a
YouTube
channel is
free***

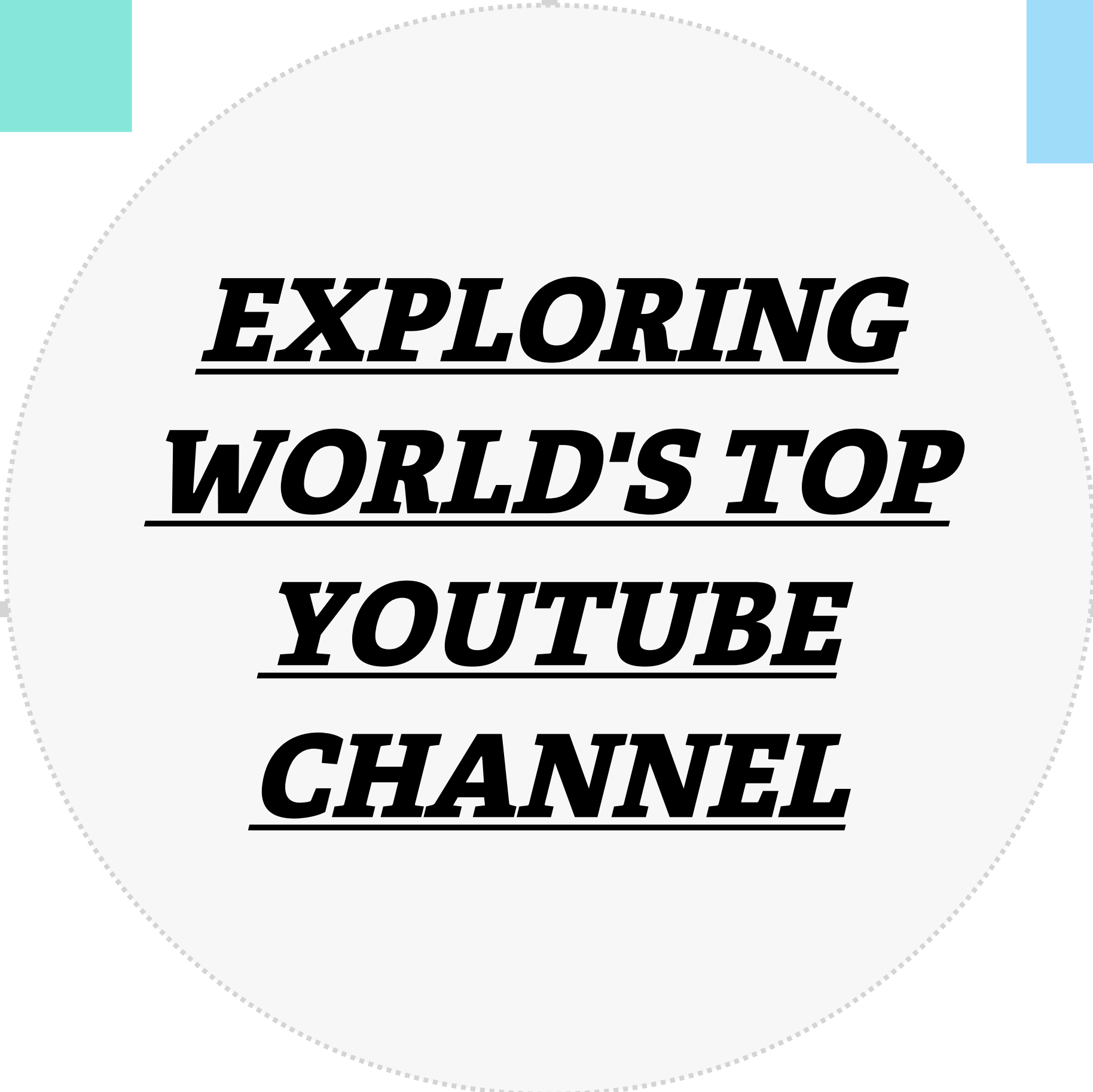
***YouTube
channels help
you to engage
with the rest
of the world***

***You will quite
flexible
regarding when
to publish
videos***

***You can make a
real positive
impact on the
lives of many
people***

***Some YouTube
stars make
really good
money from it***

***Ideas for
YouTube
channels
are endless***



***Many
YouTube
channels
fail***

***Having a
YouTube
channel
makes you a
public figure***

***The
internet
will never
forget***

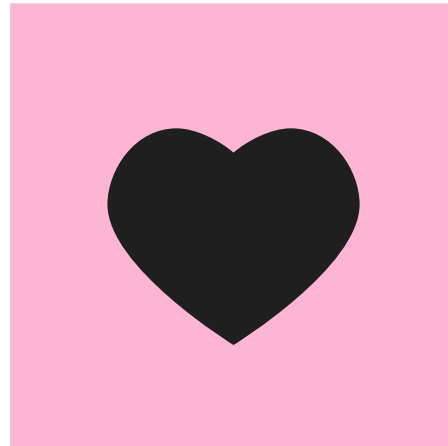
***YouTube can
be quite
competitive***

***YouTube is
not a get-
rich-quick
scheme***

***Editing can
be
annoying***



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?