

## Says

Creating a

thumbnail

using canva

youtube

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?



Team creation

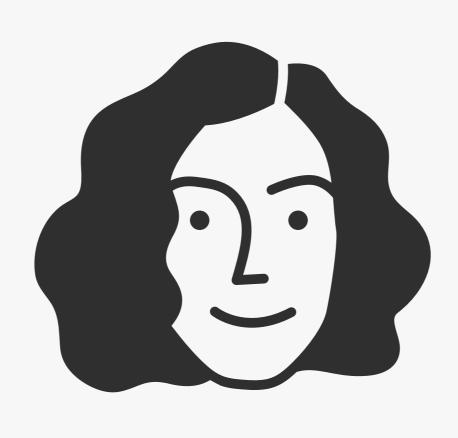
> there are many types of YouTube thumbnail like versus format ,features products, quotes and sound

bites thumbnail

Use contrasting color to capture attention

Include your brand logo

Make sure thumbnail text is large enough to read



## Thumbnail

Creating a youtube thumbnail using canva

Let your audience view a quick snapshot of your video

you can choose from the options in YouTube automaticallly generates

Include a shortened version of your video Thanks for brining this our attention

Happy to help you

As much I like to help you



## 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?

