



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?

Team  
creation

Creating a  
youtube  
thumbnail  
using canva

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  
automatically  
generates

Include a  
shortened  
version of  
your video  
title

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?

See an example