



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?

World top
subscription's
youtube
channels

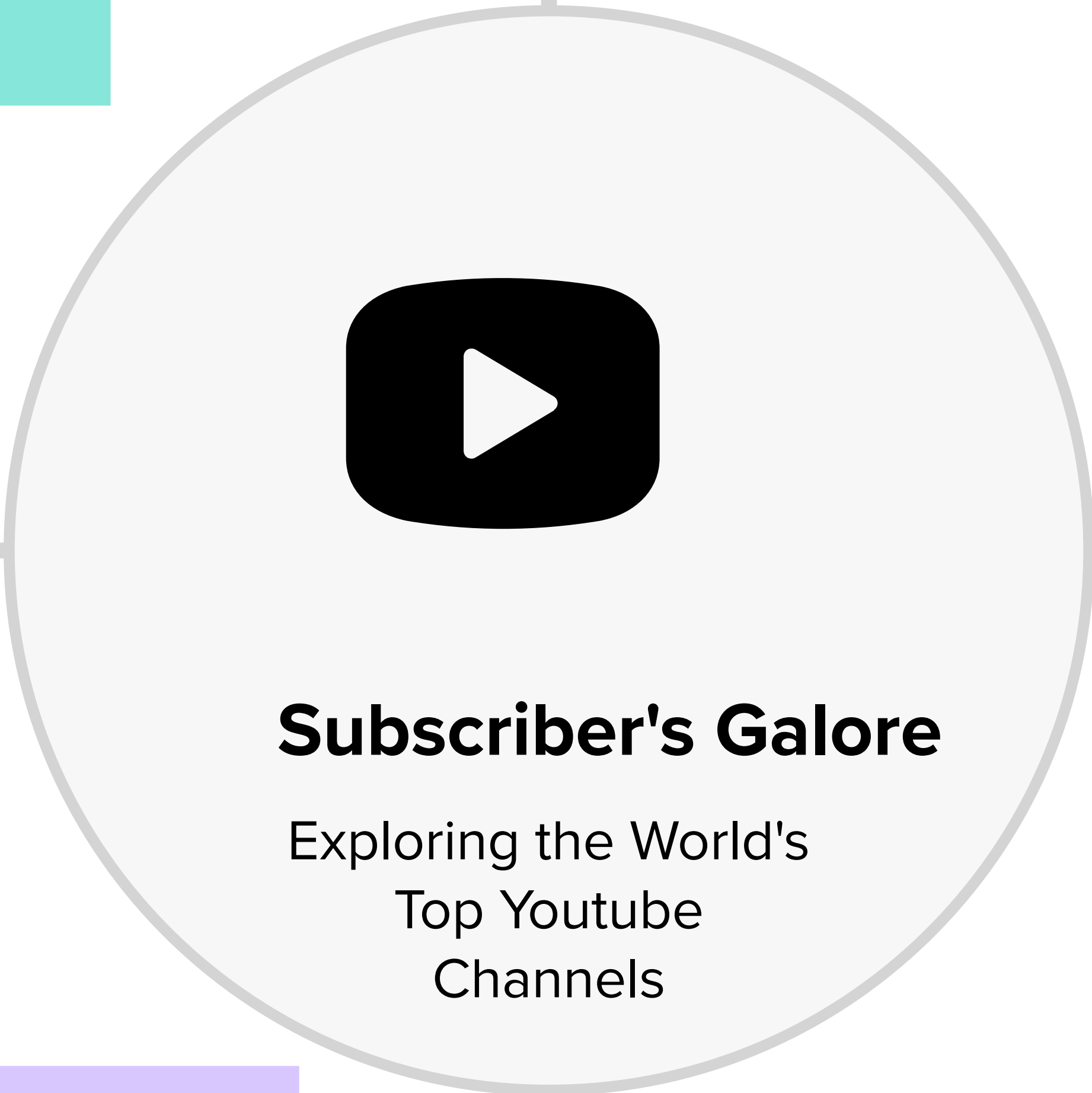
World top
three
youtube
channels

What they Say: List the direct quotes and comments from your audience related to your channel. This helps you understand their explicit feedback.

What they Do: Describe the actions your audience takes related to your content. Do they like, comment, or share your videos? Do they subscribe and watch regularly?

T-Series -
Known for music videos and Bollywood content

Cocomelon -
A children's animation channel



Quality Content: Create high-quality videos with good production value. Invest in good equipment, like a camera, microphone, and video editing software.

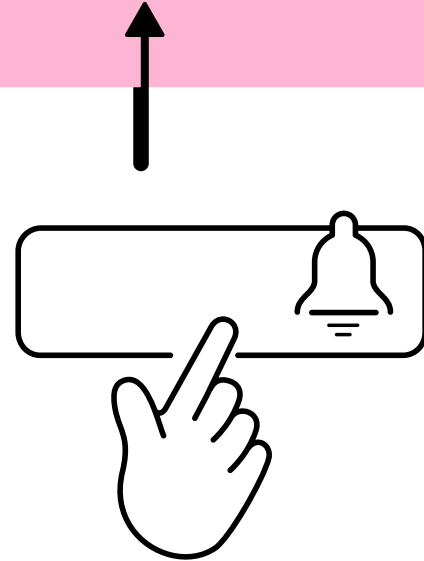
SET India -
Offers Indian TV shows and entertainment

Market Research: Study successful channels in your niche to understand what works and what viewers are interested in. Identify gaps or opportunities where you can provide unique content.

Choose Your Niche: Select a specific topic or niche that you are passionate about and knowledgeable in. It's essential to have a clear focus for your channel.

Consistent Posting: Establish a regular posting schedule, whether it's daily, weekly, or monthly. Consistency helps build an audience and keeps viewers coming back for more.

Optimize Your Videos: Use relevant keywords in your video titles, descriptions, and tags to improve discoverability. Craft compelling thumbnails to encourage clicks.



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?