



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?



Explore the language and phrases commonly used by your target audience.

This could include colours, images, texts and overall designs.

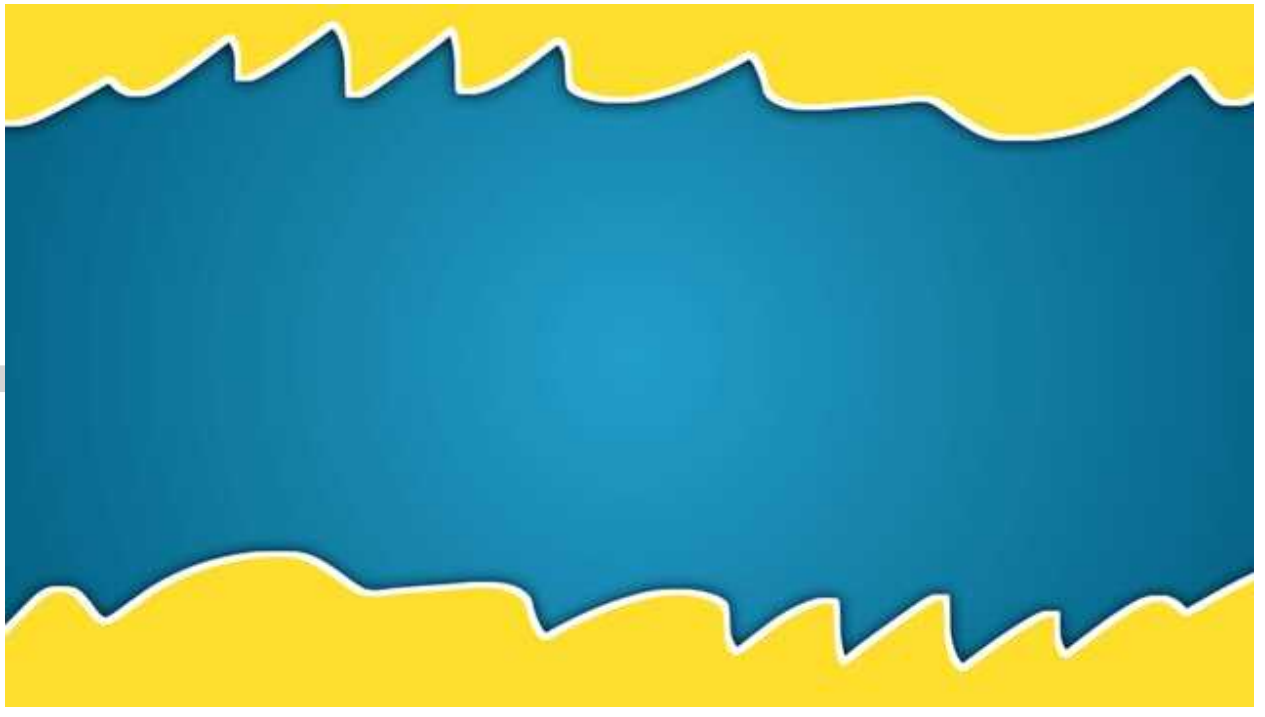
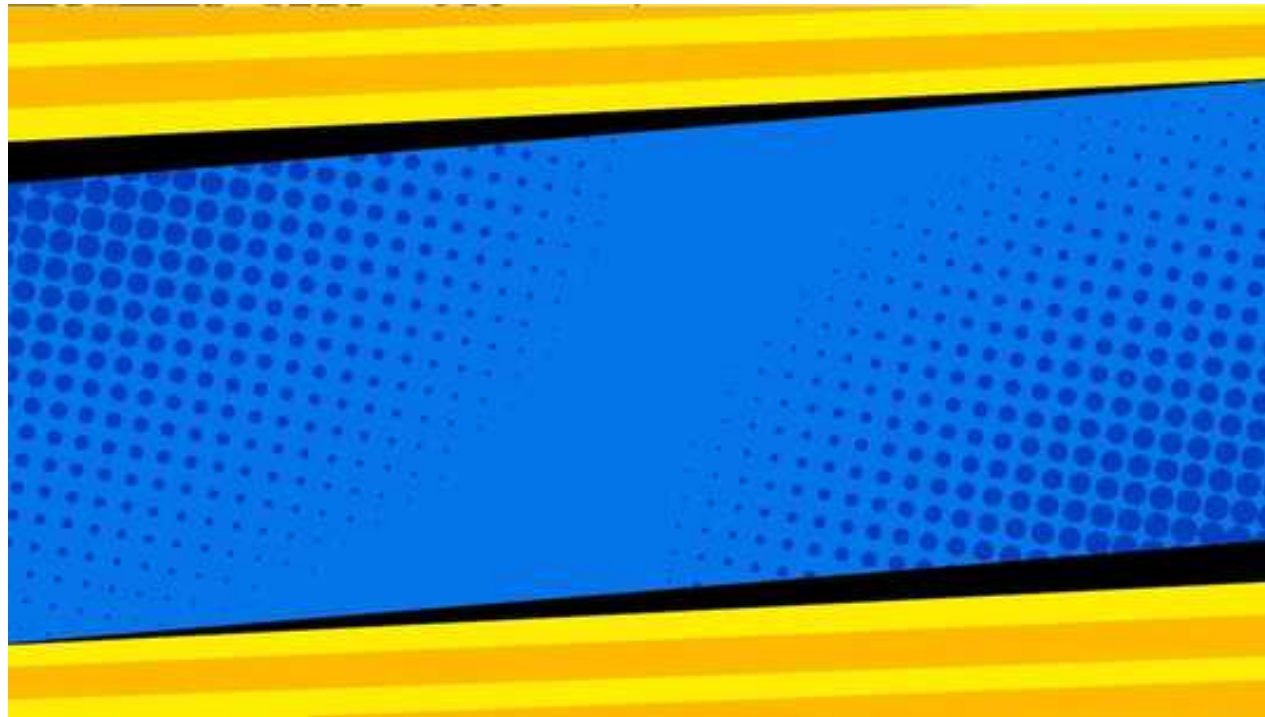
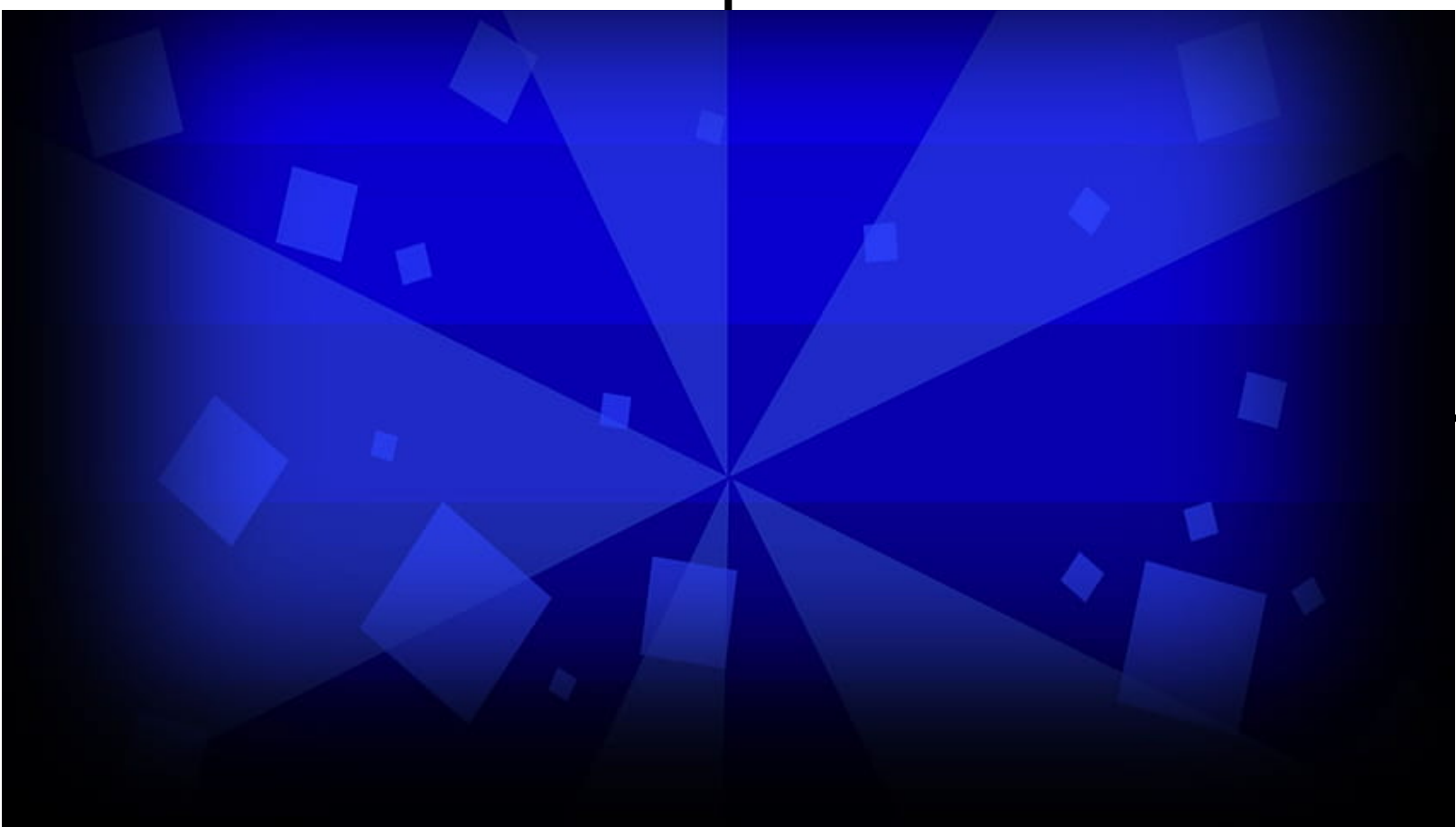
What words or expressions resonate with them and relate to the video topic?.



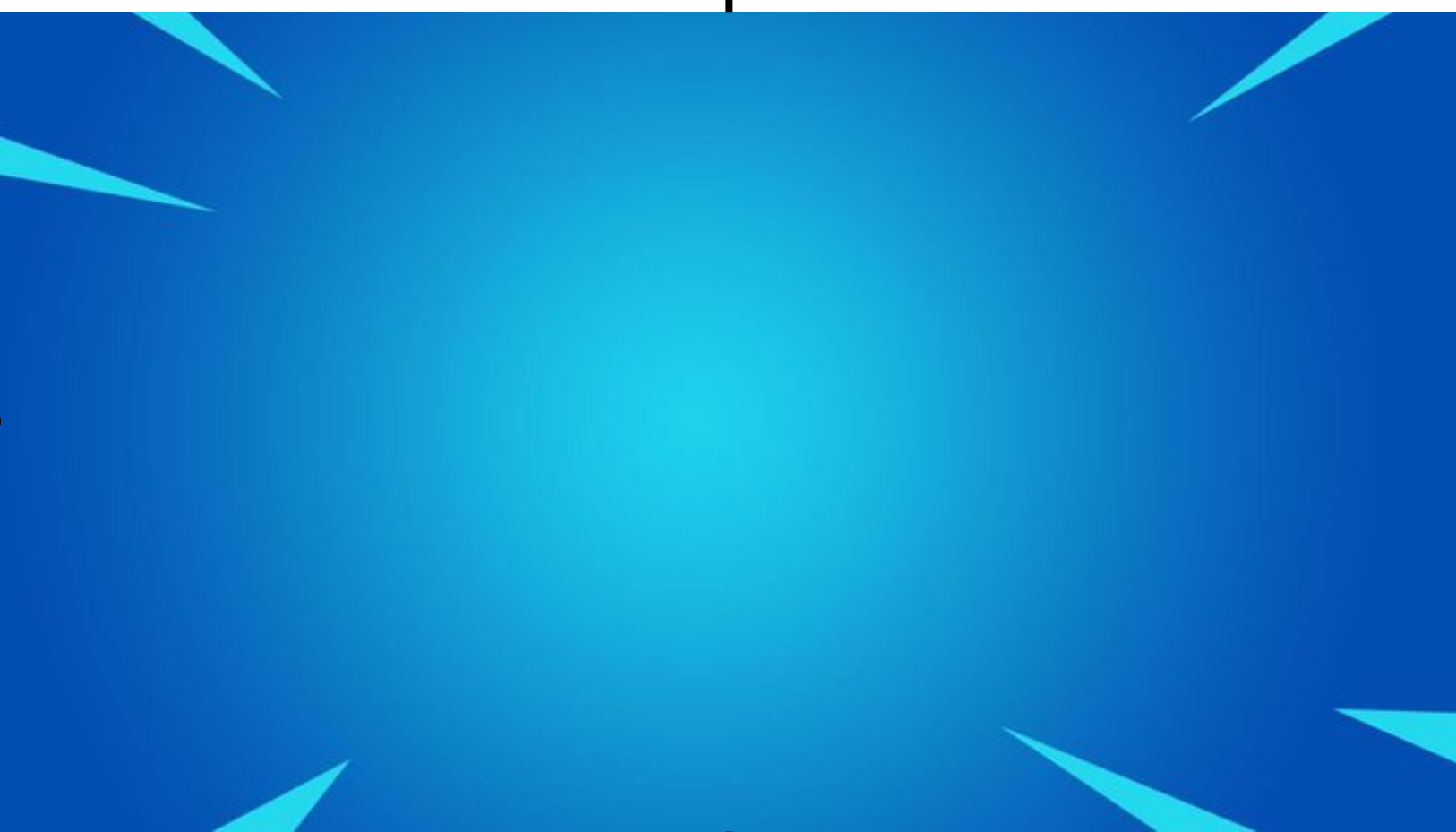
Divide into the emotions and thoughts of your audience.

Are they curious, excited, or seeking answers?

What emotions should your thumbnail evoke to grab their attention?

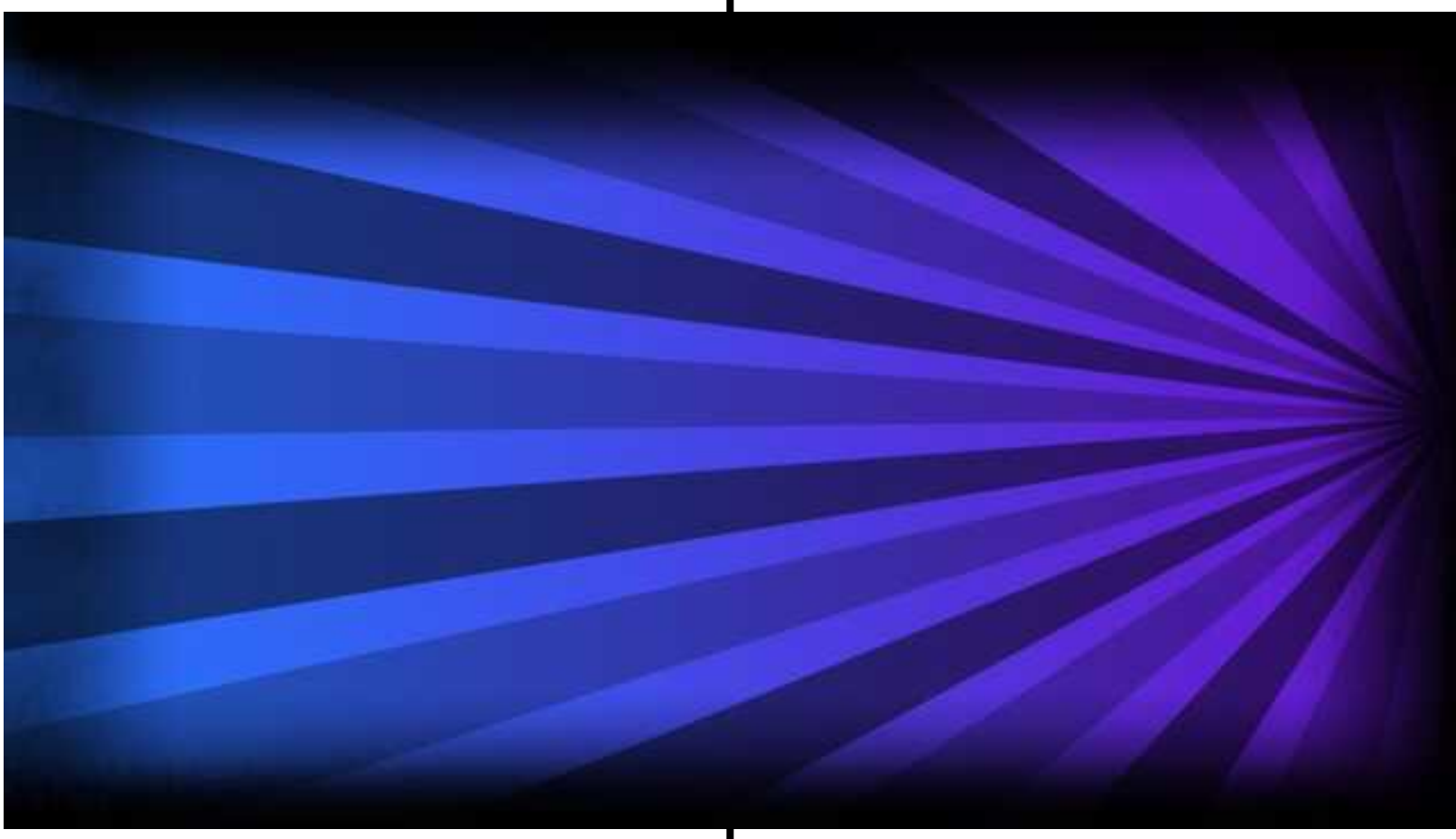


Consider the viewer's actions.



How can your thumbnail prompt them to click on your video?

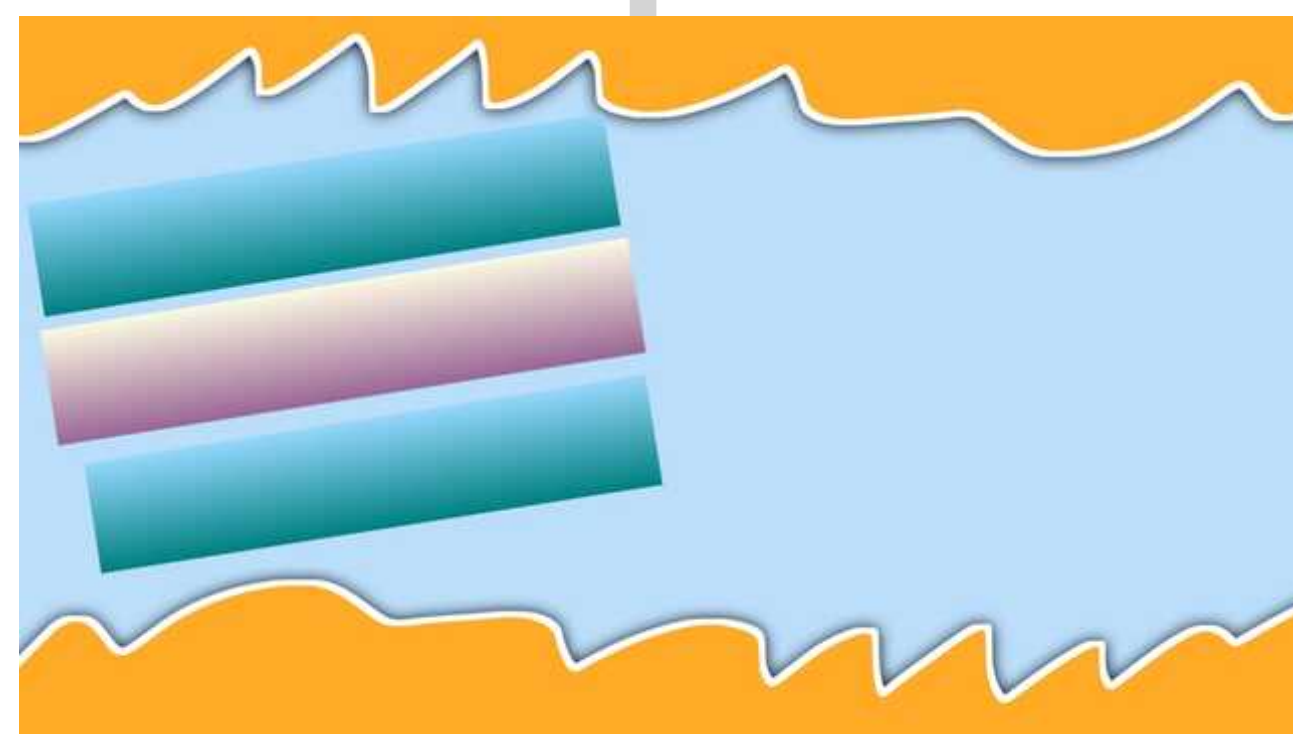
Are they scrolling through a feed, searching for specific content, or casually browsing?



Think about what your viewers hope to achieve or learn from your video.

How can your thumbnail promise or hint at fulfilling those aspirations?

Remember to keep testing and refining your thumbnails based on viewer engagement and feedback.



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](#)