



Says

What have we heard them say?
What can we imagine them saying?

catchy
captions

Vivid
images

Precise and
clear
explanation



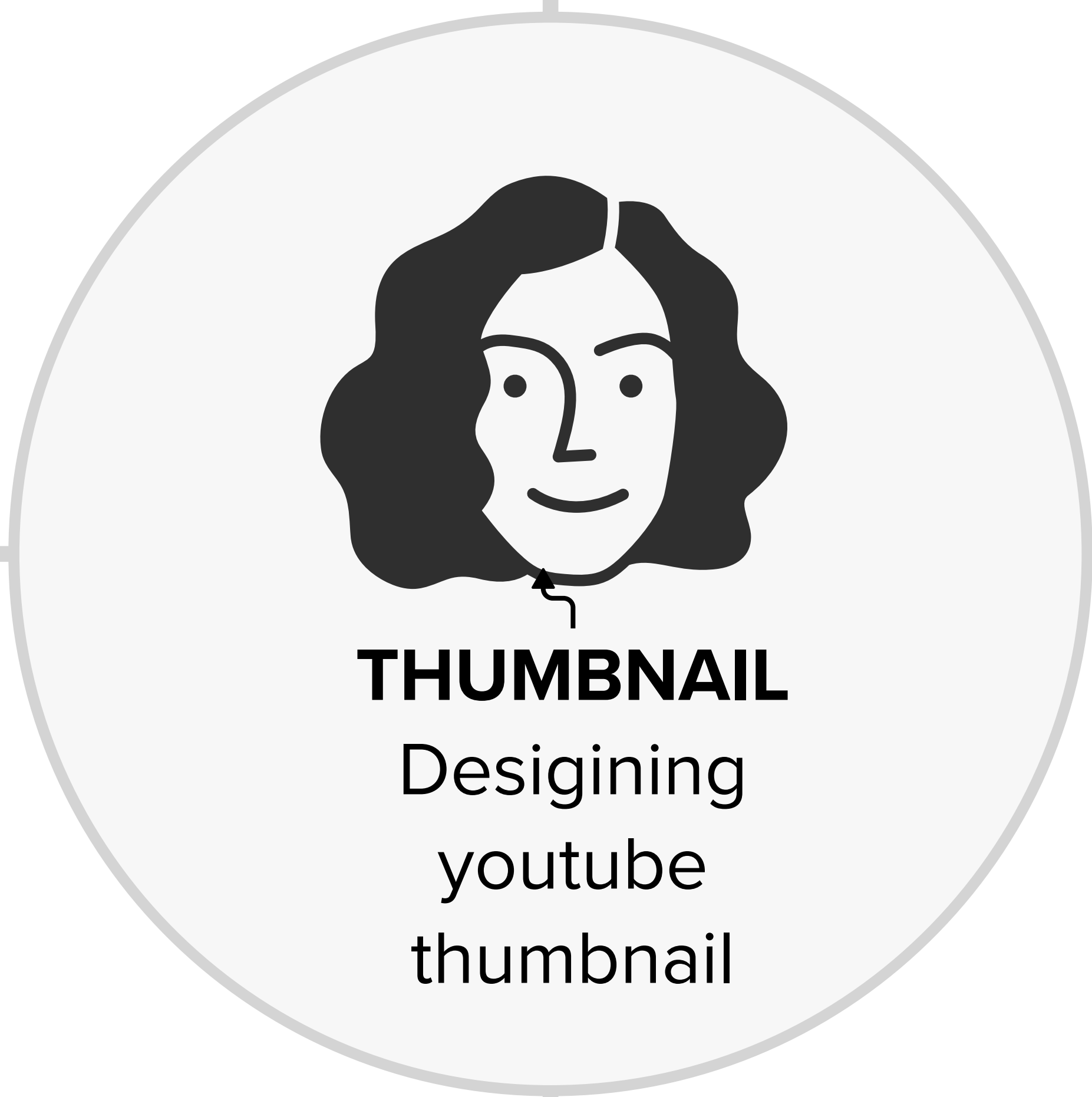
Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

To reach
more viewa

To attract
viewers

Update
trendy
stuffs



Famous
models
tumbnails

Make them
curious to
see the
video

Reach
out the
algorithm



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Gain
subscribers

Could it
reach the
expected
audience

Thumbnail
related to
the video