



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?

SELL
PRODUCTS OR
MERCHANDISE

LET YOUR
AUDIENCE
SUPPORT YOU
THROUGH FAN
FUNDING

CHOOSE A
CHANNEL
NAME
CATEGORY

Technology
reviews

GET NEW
KNOWLEDGE

PROMOTE
VIDEOS IN
YOUR END
SCREEN

LEARN
NEW
THINGS

EASY
USE
EARN



FOCUS
ON
VIDEOS
QUALITY

PROMOTE
VIDEOS IN
YOUR END
SCREEN

PUBLISH
NEW VIDEOS
REGULARLY

USE
YOUTUBE
ANALYTICS
TO SEE
WHAT
WORKS

REPLY TO
EVERY
COMMENT

YOU WILL NEED
TO HAVE 1000
VIEWS INITIALLY
TO RECEIVE
YOUR FIRST
PAYMENT FROM
YOUTUBE

EXPERIMENT
WITH
DIFFERENT
TYPES OF
VIDEOS

LINK TO
IMPORTANT
INFO IN VIDEOS
DESCRIPTIONS



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?