



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?

Creating a comedy YouTube channel is the perfect genre if you want to make your audience laugh and entertain them for hours.

If you want to share beauty-related content like new makeup products, skincare reviews, techniques, and beauty tips, then creating a beauty YouTube channel is the best genre for you.

Animation YouTube creators can share self-made digital images and dialogue videos that tell a short story.

ASRM is a YouTube genre that gives viewers an illusion of having a physical sensation to help relax or soothe them while watching a video clip.

If you want to explore unique conspiracy theories and alternative points of view, create a conspiracy YouTube channel.

If you're a clothing enthusiast, create a fashion-focused YouTube community through a fashion channel.

YouTube Viewers

If you're passionate gamer and want to publish your big wins, game hacks, and epic fails, create a captivating gaming YouTube channel.

If you're excited about new tech products, share your insights and thoughts through a technology YouTube channel.

Provide guidance, motivation, and valuable advice to improve your viewers professional and personal lives with a self-help YouTube channel.

Share travel inspiration, packing tips, traveling hacks, important information, or absolutely anything travel related in a travel YouTube channel.

Creating a language learning YouTube channel is the perfect way to teach viewers a particular language.

Whether you're recording your day, week, special event, or morning routine, share these videos on a daily vlog YouTube channel.



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?