



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?



Feels

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



Does

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

 [See an example](#)



To create a positive youtube thumbnail.

Use high quality visually appeating images or graphics that relate to your video antent.

Text that conveys a positive message related to your video content.

You should consider using bright and cheerful colours .

Make text and images stand out against the background.

Use clear bold fonts that are esay to read even on small screen.

Thumbnails that are overly sensational or don't accurately represent the content of a video can be mislecoting .

Creating eye catching thumbnails can be time consuring especialy for creators who may not have .

A Youtube thumbnail typically feels visually engaging.

Using copyright images for or content in thumbnail .

It often includes relevand images text.

Informative and designed to grab viewers attention.