



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?

CarryMinati.  
Ajay Nager is  
the top -ranking  
youtuber in  
india.

There are  
40,000 youtube  
channels on the  
platform in India.

Create a  
channel by  
clicking  
create a new  
channel

Set a consistent  
posting  
schedule.the road  
to youtube failure  
is paved with  
good intensions.

T-Series is  
the world's  
No 1 channel  
in youtube.

The youtube videos  
are easily shareable  
and something we  
recommend you  
post across your  
other social media  
platforms.

Youtube  
search,often,coming  
up with youtube  
video ideas is about  
solving problems.

Choose a  
channel name  
category  
,describe your  
topic and use  
name modelling.



Type your heading...  
Short summary of  
the persona

If you create the  
youtube channel  
you must have  
sign up for a free  
google account.

You must have  
atleast 1000  
subscribers and  
4000 watch  
hours in the past  
year.

Youtube channel  
is a fantastic way  
to enhance your  
content's  
visibility

All your videos  
are so closely  
scrutinised by  
thousands of  
people.

Optimize  
your profile  
and post  
videos at the  
best time.

Use  
keyword-rich  
titles and  
descriptions,

First of all this the  
best job i ever  
had.i am truly  
independent no  
boss no quarterly  
sales targets.

People look at  
you weird all the  
time-now this  
isn't an issue but  
it distracts me!



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?