



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?



TOP YOUTUBE CHANNELS

People watch Youtubers because they feel like they know them, even if they only know them through their videos.

Youtubers are often relatable and down-to-earth and this is part of what makes them so popular.

you shouldn't totally create content for search engines versus people, you should promote your YouTube channel with SEO in mind.

The first 5 years is hell. A lot of *Youtubers* quit in this period of time.

At first they (*People*, friends, relatives, almost everyone) will say you are not capable.

Some YouTubers feel pressure to be always on. As Lauren Riihimaki told NPR, "You can never just kind of turn it off and be like, 'OK, today I don't want to be me,' because that's your business."

#1 T-Series
248 Hindi & India
#2 MrBeast
190 English & United States
#3 Cocomelon
164 English & United States
#4 Sony Entertainment Television
161 Hindi & India
#5 Kids Diana Show
113 English & Ukraine - United States

#6 PewDiePie
91 English & Sweden
#7 Like Nastya
97 English & Russia - United States
#8 Viad and Niki
100 English & Russia
#9 Zee Music Company
98.9 Hindi & India
#10 WWE
96.9 English & United States

Photography and Videography Channels.

Educational Channels.

Gaming Channels.

Vlogging Channels.

Tech Channels.

Fitness Channels.

Political Satire/ News Channels.

Comedy Channels.