



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?



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world with way  
over 2 billion  
users

People spend  
countless  
hours on the  
site

the channels  
and youtubers  
with the most  
subscribers.

The channels  
are ordered  
by number of  
subscribers

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exported best  
option for  
youtube  
channel

Current growth rate  
indicates that it's  
displayed  
subscriber count  
will exceed that of  
the other channel is  
listen first

I got more and  
more views  
and  
subscribers on  
top channel

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vidos a bit more

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Zero in your  
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spend some  
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