



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



It's part of your free Google account. But to produce video content for your channel, you'll have to invest \$240 at minimum.

YouTube can be a great career option for those who are willing to put in the work and dedication.21-Feb-2023

To start earning money through YouTube, you need to have at least 1,000 subscribers and 4,000 watch hours in the past 12 months. Once you meet either of these thresholds, YouTube Partner Program will be available to you.

Your name must align with your company's brand vision. With that in mind, there are several different types of channel names to keep in mind: the name of a business, a person's first and last name, descriptive names that highlight a particular topic, and names that use creativity and wordplay.

First, you need to make sure that your YouTube channel is monetized and has ads running on the videos. If you skip this step, YouTube will not pay you for views. On average, this streaming platform pays \$0.18 per ad view. However, you will need to have 1000 views initially to receive your first payment from YouTube.20-Sept-2022

This offering also applies to views on Shorts. YouTube will pay 45% of the net revenue from YouTube Premium that is allocated to monetizing creators for Shorts.

Based on research findings by Statista, it shows that music videos are the most popular video content type on YouTube. The most viewed YouTube video in 2023 is the Baby Shark Dance video, with a staggering 12.3 billion views and counting.24-May-2023

The top four content categories watched by YouTube users are comedy, music, entertainment/pop culture, and "how to."

According to Hubspot, videos are actually the most popular content type in 2021, overtaking blogs and infographics. With videos, you can achieve maximum engagement and shareability that will help you gain new audiences.24-Jan-2022

It is characterized by constantly checking what friends/followers are doing so as not to miss out. FoMO has been associated with lower mood and life satisfaction and higher levels of social media engagement which in turn results in increased experiences of FoMO.

Reaching An Audience On A Large Scale.

Regular YouTube users, particularly those under 29, experience higher levels of loneliness, anxiety, and depression according to a study from the Australian Institute for Suicide Research and Prevention.11-May-2023