



Says

What have we heard them say?  
What can we imagine them saying?

**Monetization and Business Savvy:** Top YouTubers often demonstrate business acumen by effectively monetizing their content through ads, sponsorships, merchandise, and other ventures

**Skill or Expertise:** Some top YouTubers are known for their specific skills or expertise. They might provide tutorials, educational content, or insights into a particular field.

**Consistency:** Consistency in uploading videos is a trait many top YouTubers share. Their regular content updates keep viewers coming back for more.

**Role Models:** Many viewers look up to their favorite YouTubers as role models, especially if these creators promote positive values, inspire personal growth, or advocate for social causes.

**Innovation:** Top YouTubers are often recognized for their innovation in content creation. They might introduce new formats, challenges, or ideas that set trends within the YouTube community

**Relatability:** Successful YouTubers often connect with their audience on a personal level by being relatable. Viewers might feel like they're interacting with a friend rather than just watching a video.

**Community Engagement:** Successful YouTubers often interact with their audience through comments, social media, and sometimes even live events. This engagement helps build a strong and loyal community.

**Impact and Influence:** Many top YouTubers have a significant impact on their viewers' opinions, behavior, and even purchasing decisions. This level of influence can be both praised and criticized.

**Entertaining Content:** Many people praise top YouTubers for producing highly entertaining and engaging content. They often have a knack for keeping their audience hooked with their unique style, humor, and storytelling.

**Controversy:** Some top YouTubers have been involved in controversies or scandals. This can lead to polarizing opinions, with some defending them and others condemning their actions.

**Community Engagement:** Successful YouTubers often interact with their audience through comments, social media, and sometimes even live events. This engagement helps build a strong and loyal community.

**Nostalgia:** For longstanding YouTube channels, viewers might have a sense of nostalgia, remembering the early days of the channel's content and how it has evolved over time.

**Connection :** youtubers can connect with wide audience and YouTube has the number of people on it. Even dozens,hundreds,thousands of people will be happy to chat with you

**Community and Connection:** YouTube channels can foster a sense of community among viewers who share similar interests. This feeling of connection with both the content and fellow viewers can enhance the overall experience.

**Admiration and Enjoyment:** Many viewers appreciate the creativity, talent, and dedication that content creators put into their videos. They may feel entertained, informed, or inspired by the content, leading to a sense of admiration for the creators and their work.

**Pros:**By using ideas of youtubers is good source to earn revenue in short time by part time jobs

**Indifference:** Not everyone is engaged with YouTube or the content produced by top channels. Some people might be indifferent or unaware of these channels and their content.

**Inspiration and Aspiration:** Some viewers might feel inspired by the success of top YouTube channels and aspire to create their own content or follow similar career paths.

**Cons :** easily assuming youtubers being famous in very short time, but they has workload and not easy to concentrate on a single topic

**pros:** YouTube channels can influence trends, opinions, and behaviors. Some viewers might feel influenced by the content they watch, adopting new interests, habits, or viewpoints.

**Entertainment and Escape:** Top YouTube channels often produce content that offers a form of escapism from daily life. People might watch these channels to relax, unwind, and have a good laugh.

**Individual thoughts ☁ :** By watching YouTube channels may all have the interest to open channels on it, but some will create by separate source to become famous combining with other known youtubers

**cons:** Not everyone is engaged with YouTube or the content produced by top channels. Some people might be indifferent or unaware of these channels and their content.

**Social Impact:** Some channels have a significant cultural or social impact, addressing important issues, advocating for change, or reflecting the current cultural climate. Viewers might feel a sense of connection to these channels due to their alignment with personal values.



exploring world's top youtube channels

You tube is a popular video sharing platform where users can upload, view, and share videos. You Tube allows Individuals, Organisation, and Business to share videos with a global audience. The site supports a wide range of video formats and Categories, including music videos, Tutorials, Vlogs, Movie trailers, and more.

**MONETIZATION OPPORTUNITIES :** You tube offers monetization for content creator , earn money and cost of producing it ...

**BRAND AWARENESS:** You can use this platform as a place to share valuable content that builds trust with potential customers and showcase your products in action . A major benefit of YOU TUBE for business is that the more engaging content you post on your channel, the more you will increase its visibility and help grow traffic .

**AIM:** Our mission is to give everyone a voice and show them the world. We believe that everyone deserves to have a voice, and that the world is a better place for all the matters .

**Overwhelmed 😓 :** By the contents it will varies from the channels, but the facilities of thing is unpredictable.. So sometimes it's very difficult to get ideas by the many concepts

**Annoyed 😡:** Thumbnails of YouTube channels will be bad ads on some websites. So avoid some peculiar facial expressions in your thumbnail

**Unsure 😕:** some youtubers will give wrong information for better views to their channels and then they are including disclaimer by escaping from the report.

**Alert ⚠:**Don't involve in some sort of YouTube scams. And some of videos or ideas of youtubers may give you bad way in your own life

**EXPAND YOUR REACH:** Many people use you tube as their primary source of entertainment, and they spend hours each day watching videos on the platform. This means that if you use your video marketing tools correctly, you can reach a wider audience than ever before and expose your business to millions of people all over the world.

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**EARN A LIVING :** we've explained that your videos can make money by driving and influencing sales. You can also earn a living from people watching your YouTube videos by monetize your channel .

**ENTERTAIN THE CROWD :** People love to laugh, enjoy music , and get engrossed in a good story. These genres are all forms of entertainment , and all work specially well on You Tube.

**Excited 😄:** one of exciting thing in YouTube is shorts video. shorts video has many YouTube channels by scrolling it ... By one minute clip it gives more info to viewers.....

**Frustrated 😡:**Some gaming channels will frustrate viewers, because the youtubers will lose their control by playing games

**Confusion 😕:**If top most YouTube channel has many subscribers, so the youtubers cannot satisfy all their subscriber by their give away.

**Hurried 😓:**Always YouTube channels will tempt viewers by upcoming videos, by subscribed one wait for video.. this make youtubers to upload it has fast.

**REMEMBER:** Many forms of entertainment are highly subjective , so be sure to tailor your content so that it connects with the specific audience you're trying to reach .

**SUPPORT :** YouTube is a great place to connect with people who like the same things you do and build a supportive community. You can find and join groups and forums that are related to your interests and talk to other people who make content or watch it .

**FANTASY:** YouTube is the second \_ largest search engine in the world, so creating a You Tube channel is a fantastic way to enhance your content's visibility .

**EDUCATION BENEFITS:** You Tube videos a great tool for engaging students in learning. In fact, 91% of educational institutions say video increases student satisfaction .

**Hope 🙌:**The only hope youtubers has subscribers who following their channels will spread positivity to their channels

**Inadequate 😓:**viewers will always feel scanty by watching one channels, so youtubers commonly has betterment to improve than other YouTube channels

**Satisfaction 😊:**if subscribers has satisfied by YouTube channel content that is stepping stone to become top most Youtubers ..

**Criticism 😞 :** Not everyone will enjoy or appreciate the content produced by top YouTube channels. Some people might offer constructive criticism or express their dissatisfaction with certain aspects of the content, such as the quality, messaging, or style.



Does

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

[See an example](#)

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?

