



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?



Persona's name
Short summary of the persona

There are all sorts of ways to tackle this. The traditional approach is to use some graphics software installed on your computer, such as Photoshop or Affinity Designer

Canva is geared toward creating high-quality graphics quickly and easily. There's a lot you can do with it, but it's especially good for creating things like social

using them, by all means, use them to create a YouTube thumbnail image. But there are simpler and cheaper options.

can be overkill for this, potentially expensive, require installing on your computer

And Canva has a few things that I like when it comes specifically to creating YouTube thumbnails. It has built-in

perfectly for the YouTube thumbnail size. There's a simple built-in way to use any frame from your video as

Since the thumbnail is small, consider keeping your text short and simple as well

For one thing, it gives you control over which frame you think is the best depiction of your video and the most compelling to potential viewers

But you don't even need to know that to create a YouTube thumbnail image with

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computer, and have their own learning curves for yet another app. If you already

One of those is to use Canva. Canva is one of the best of the cloud-based graphics services that have sprung up in recent years. Another is Snappa

The background image takes up the majority of the space in your thumbnail, and most creators use a moment from their video to give viewers an idea of what the video looks like



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?