



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?



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Have a resolution of 1280x720 (with minimum width of 640 pixels).

Try to use a 16:9 aspect ratio as it's the most used in YouTube players and previews.

Be uploaded in image formats such as JPG, GIF, or PNG.

Remain under 2MB for videos or 10MB for podcasts

The perfect YouTube video thumbnail size is 1280 pixels by 720 pixels.

These YouTube thumbnail dimensions use an aspect ratio of 16:9.

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hey give potential viewers the first impression of your video.

Thumbnail images should be under 2MB.

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You've probably heard the phrase, "You never get a second chance to make a first impression," which is exactly why video thumbnails are so important. **They give**

A great video thumbnail can mean the difference between getting a few views, and a few thousand views.



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?

See an example