



**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?





**Subscribers  
Galore sibi G**

Short summary  
of the SIBI G

Add  
watermark to  
your video

Configure  
YouTube  
account  
defaults

Append URL  
with  
subscription  
string

Use "power playlists"

Promote  
videos in  
your end  
screen

Publish long  
videos

Create  
engaging and  
information  
contant

Create and  
publish  
videos  
requently

Optimize  
your  
YouTube  
videos

Emotional  
cantent

Your  
Commentary  
video and  
time must be  
adhered to

Your video  
start image  
impressive in  
subscribers



**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?

