



**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?



Want to  
watch it again  
and again

Create videos  
about your  
expertise or  
passion

Experiment  
with new  
types of videos

Make  
different types  
of contents

Target the  
right key  
words

Create top-  
notch youtube  
thumbnails

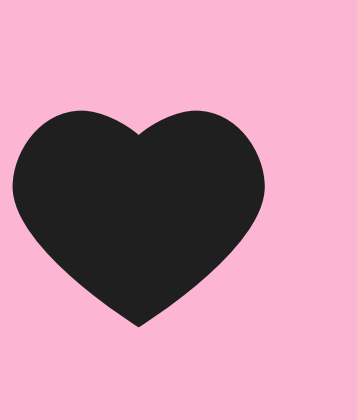


**Does**

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?



Add youtube  
shorts to your  
content  
strategy

Post videos  
at the right  
time

Publish new  
videos  
regularly

Too many  
advertisements  
it disturbs focus  
at time

Anxiety about  
privacy and  
data security  
on the platform

Fear of missing  
out on popular  
or trending  
content

