

## Says

WELL-DESIGNED THUMBNAILS=

BETTER CONVERSASTIONS. IN

THE LONG RUN, FOR YOUR

CONSISTENTLY AND TO GET

NOT JUST MORE CLICKS BUT

**ALSO BETTER VIEWS, CUSTOM** 

THUMBNAILS ARE IMPORTANT.

CHENNEL TO PERFORM

What have we heard them say? What can we imagine them saying? CREATING A YOUTUBE THUMBNAIL WITH CANVA



What are their wants, needs, hopes, and dreams?



CANVA OFFERS A **USER-FRIENDLY** INTERFACE THAT MAKES IT EASY TO CREATE A SIMPLE AND CLEAN DESIGN.

BELIVE IT OR NOT, PEOPLE JUDGE A YOUTUBE CHENNEL **BESED ON THE** THUMNAILS EVEN BEFORE THEY WATCH THE VIDEOS.

YOUR YOUTUBE THUMBNAILS IS THE FIRST THING YOUR **AUDIENCE SEES BEFORE WATCHING** YOUR VIDEO.

WANTS; VIEWERS WILL FIRST SEE **HOPES; CANVA OFFERS A** YOUR THUMBNAIL AND LITTLE THIS **USERFRIENDLY INTERFACE THAT INFO GIVES THEM A GLIMPSE OF MAKES IT EASY TO CREATR A** WHAT YOUR VIDEO IS ABOUT AND SIMPLE AND CLEAN DESIGN HELPS THEM DECIDE IF THEY WANT TO WATCH IT.

What other thoughts might influence their behavior?

ALL FREE PHOTOS, MUSIC AND **VIDEO FILES ON CANVA CAN BE USED FOR FREE FOR COMMERCIAL AND** NONCOMMERCIAL USE

DREAM; WORK WITH A VIDEO **MARKETING AGENCY TO DESIGN** PROFESSIONAL THUMBNAILS THAT WILL ATTRACT MORE **VISITORS AND BRING MORE EYES** TO YOUR CONTENT

IF YOU WANT TO LAYER A PICTURE OF YOURSELF ON TOP OF A BACKGROUND



reamstime.com

**NEEDS; A THUMBNAIL THAT** MATCHES THE CONTENT OF THE **VIDEO AS WELL AS THE TITIE. HIGH QUALITY IMAGES** 

LIFE AND WORRYING GET ALONG TOO WELL.FAED WITH A COMBINATION OF WORK DEADLINES, MEETING, AND PERFORMANCE **EVALUTIONS-PLUS'YOU KNOW,AN ENTIRE** PERSONAL LIFE-MANY OF US FIND OURSEVES DISTRATED BY UNPLESANT VISION OF THE **FUTURE.** 

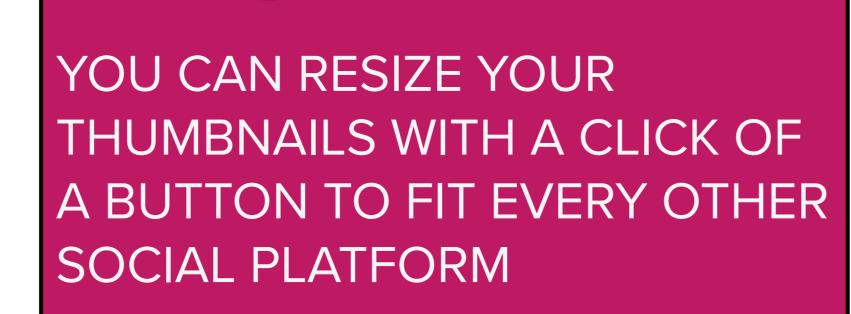


**CREATING A** YOUTUBE **THUMBNAIL WITH CANVA** 

ONE OF THE CRITICAL **ASPECTS OF A SUCCESSFUL** YOUTUBE THUMBNAIL IS **SIMPLICITY** 

**GIVE THEM A MEMOREABLE, EXPERIENE** THAT RESULTS IN THEM LIKING OMMENTING AND **SUBSRIBING TO YOUR** CHENNAL.

**GET PEOPLE TO** CLICK ON YOUR VIDEO, RESULTING IN A HIGH CLICK -THROUGH RATE



STARTING A YOUTUBE **CHENNEL DOSN'T** HAVE TO BE **SCARY.GIVE YOURSELF** A POSITIVE PUSH WITH THE RIGHT TOOLS AND **ENDLESS CREATOR** 

the feels

**MENTAL HEALTH EXPERTS WARN** THAT FEAR-**INDUCING VIDEOS** AFFECT BRAIN **DEVELOPMENT IN** YOUNG CHILDREN.

**GET THEM TO** WATCH YOUR VIDEO FROM **BEGINNING TO** 

**OBSERVED:WHEN A LOW CLICK-THROUGH RATE** THUMBNAIL IS SUAPPED WITH A HIGH CLICK RATE THUMBNAIL, VIEWS INCREASE.

THE AMERICAN **ACADEMY OF PEDIATRICS WARNS** PARENTS ABOUT THE **IMPORTANCE OF** LIMITING SCREEN TIME.

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



## Does

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



