



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?



Exploring world's top youtube channels

- 1. Tips for starting a YouTube channel
- 2. YouTube SEO tips
- 3. General YouTube tips and tricks

- 1. **Video timestamps** (learn how to make these later in this article).
- 2. **Links to your other social profiles.**
- 3. **Your website and/or a specific landing page.**
- 4. **A short blurb about you/your company.**
- 5. **Contact information.**

- 1. YouTube channel name generator
- 2. Should you change your channel name?
- 3. How to change your YouTube channel name
- 4. 44 Creative YouTube Channel Names
- 5. Tips for creating the best YouTube channel name
- 6. Bonus: Download a free pack of 3

- 1. **Has your company or personal name in it.**
- 2. **Has a word or phrase that categorizes it.**
- 3. **Is short and easy to say.**

- 1. Link to important info in video descriptions
- 2. Use the rest of the description field to tell viewers about you, your business, and link out to your other platforms.
- 3. This can be a boilerplate template that's more or less the same for each video, though consider tweaking it if:
- 4. You have a sale, special offer, or event to promote.
- 5. You mentioned any products in your video.

- A few thumbnail design tips:**
- 1. **Use icons or logos** (if applicable for your topic).
 - 2. **Keep text minimal.**
 - 3. **Add creative elements to catch the eye**, like hand-drawing, neon lights, etc (depending on your brand)

- Review your analytics;**
- 1. **To go forward, you need to go back... in time.** Not with a Delorean, but by reviewing your YouTube analytics at least monthly.
 - 2. **Find your analytics in the left side menu in YouTube Studio.**

- 1. Make small improvements in every video
- 2. Spicy YouTube marketing tip: You can't get views and subscribers without first having videos.
- 3. As popular YouTuber Ali Abdaal says, "Your first video is going to suck." He recommends instead of trying to make every video "the best".
- 4. Try a new title sequence, add some background music, or test a new editing software.

- 1. Record your videos well ahead of time
- 2. I said it earlier but it's so true: Consistency wins on YouTube.
- 3. Stay ahead of production by having your videos ready 1-2 weeks before they're scheduled to go live. This helps minimize any unforeseen circumstances that can knock you off track, like getting sick or family emergencies.

- 1. Use relevant keywords in video titles
- 2. YouTube is a search engine, like Google — except the search results are all video.
- 3. Keywords help the YouTube algorithm understand what your video is about, making it more likely to show up in the "suggested" column alongside related videos.
- 4. This means you have a better chance of reaching new viewers.

- Caption your videos:**
- 1. Closed captioning your videos makes your content accessible and inclusive to everyone.
 - 2. Approximately 1 in 5 people experiences a degree of hearing impairment, and about 5% of the global population is deaf or hard of hearing.
 - 3. Captions ensure you don't exclude any of your potential audience.

- Key metrics to help you understand how your channel is performing:**
- 1. Subscribers: Including unsubscribes.
 - 2. Top videos: Give your audience more of what they want.
 - 3. Channel watch time: This should trend upward every month. Not? Rejig your content strategy.
 - 4. Traffic sources: See how viewers find you, including search keywords.



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?