



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?

I expect something different

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How we earn through Youtube?

I wish it may be an entertainment channel



SUBSCRIBER OF A TOP YOUTUBE CHANNEL

Which content we'll post?

Wasting too much time?

what is best for me?

Create Quality content that our audience love

Curiosity

Expect exclusive contents

Attentive

Checks the Channel

Collect Contents

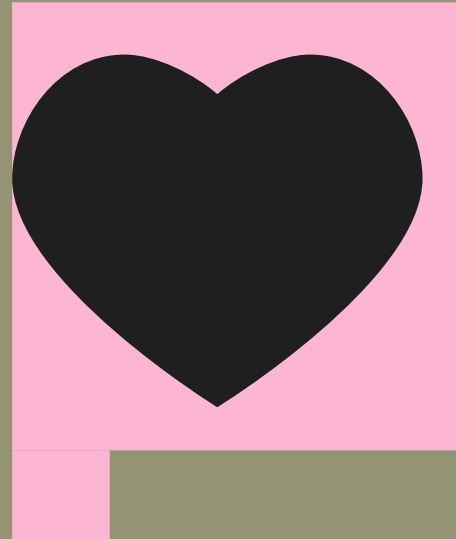
Compare youtube channels

Plan with Co Leads



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?