



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?

Allude to a specific niche or central theme.

Promote Youtube channel for free.

Travel is such a captivating niche for youtube.

T-series is india's most largest music label.

Create some useful information.

Create engaging and informative content.

Product reviews can attract a lot of new subscribers.

Creative economy.



**Persona's name**  
Short summary of the persona

Music videos are the most popular video.

High quality and well edited.

Youtubers earn salary.

The drive for content creation.

short videos and post regularly.

Posting videos frequently

Real content

Getting feedback.



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?