

Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

Next to the vedio you'd like to edit, tap more edit.Edit thumbnail.

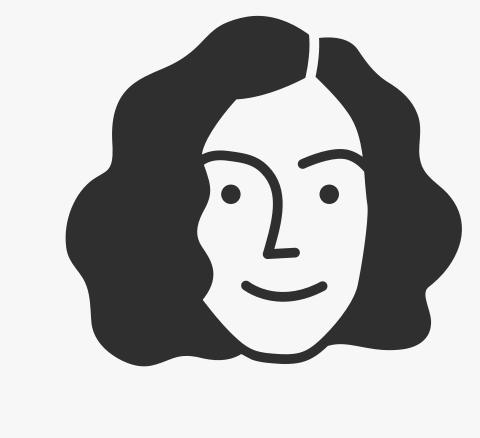
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Persona's name

Short summary of the persona

You wanna show a strong emotion

Vedio thumbnail let your audience view a quick snapshot of your vedio

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Make sure your thumbnail follows our community guuidlines

So yes thumbnails with faces in them do better

And when they're paired with a strong emotion that matches the title of the vedio of course proper seo making sure people are searching for it if you're not doing sure you're not going for serch engine optimization

Feels



Does

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



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



