



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?

GET
INSPIRATION
FAST

IT IS A BIG
SOCIAL
MEDIA

LEARN TO DO
THUNGS THE
EASY WAY

BE CASUAL

ALL
MESSAGES
REACHED
EASY WAY

USEFUL BUT
USE GOOD
WAYS



Persona's name
Short summary of
the persona

SAY YOUR
TARGET
KEYWORDS IN
YOUR VIDEO

TRACK
YOUR
ANALYTICS

MAKE IT
OVERLASTING

BE
RELIABLE

ADD CARDS
AND END
SCREENS

THINK ABOUT
YOUR
TARGET
MARKET



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?