



Says

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

Explore popular competitor videos within your niche

Subscriber and viewer requests.

Take note of popular video syles and genres



Thinks

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

unlimited inquiry

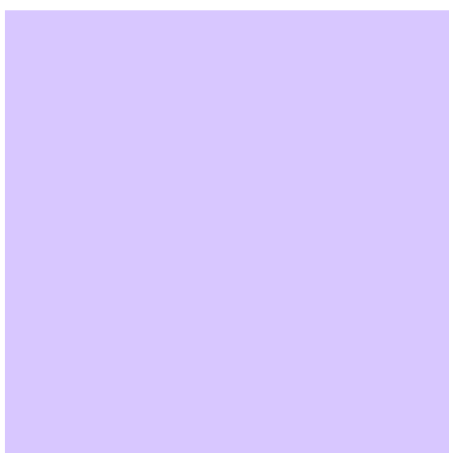
Feature-rich tools wih unlimited access o research and analysis

Channel strategy analysis and feedback



YNMS

The Audience tab in YouTube analytics gives you an overview of who's watching your YouTube videos and insights on their demographics.



uploading videos for yourself, not for your audience

Big expectations, low results

Channel optimization



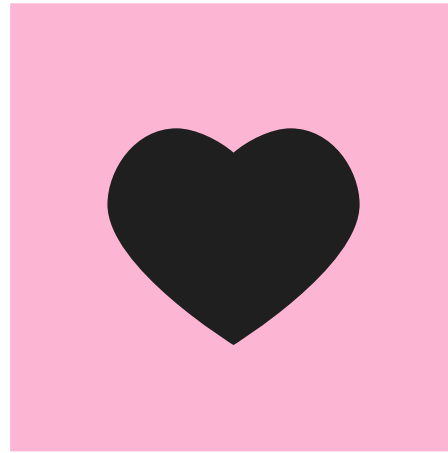
Does

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

Develop your identity

Draft a content plan

Engage your audience



Feels

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

See an example