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The Ultimate Creator's Playbook

FacelessYouTubePro Kit

*The Complete System for Building a Profitable Faceless
Channel*

— From Zero to Scaled

☆ **No Camera. No Fame. No Limits.**



Written & Produced by

Book AI Studio

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Faceless YouTube Pro Kit



Table of Contents

★	Introduction: Welcome to the Faceless Creator Economy	5
	<i>What faceless YouTube is / The real opportunity / Mindset foundations</i>	
01	The Faceless Creator Framework	9
	<i>6 Pillars / Niche Selection / Channel Blueprint / Business Models / Niche Scoring Worksheet</i>	
02	The Research & Ideation System	17
	<i>3-Phase Research Process / Tools Breakdown / 90-Day Calendar / Content Vault Method</i>	
03	The Scriptwriting System	24
	<i>5-Part Script Formula / Hook Frameworks / AI Prompts / Script Templates</i>	
04	The Voiceover System	31
	<i>AI vs. Human Voice / Tool Comparison / Recording Workflow / Audio Engineering</i>	
05	The Video Editing System	37
	<i>Software Comparison / B-Roll Strategy / Subtitles / Export Settings / Editing Templates</i>	
06	The Thumbnail & Title System	44
	<i>Thumbnail Formula /</i>	

★	Introduction: Welcome to the Faceless Creator Economy	5
	<i>Color Psychology 20 Title Templates CTR Benchmarks A/B Testing</i>	
07	The Upload & Optimization System	50
	<i>Upload Workflow SEO Descriptions Tags End Screens Analytics Metrics</i>	
08	The Scaling Roadmap	57
	<i>4 Growth Phases Hiring Your Team SOPs Multi-Channel Strategy Revenue Diversification</i>	
09	Tools, Resources & Tech Stack	63
	<i>Complete Categorized Tools Reference Table — Free / Budget / Pro Tiers</i>	
10	Templates & Checklists Master Reference	68
	<i>10 Complete Print-Ready Templates & Checklists</i>	
★	Closing: Your Next Steps & 30-Day Launch Plan	78

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Introduction

◆ Introduction

Welcome to the Faceless Creator Economy

"The internet doesn't care what you look like. It cares what you know, what you can teach, and whether you show up consistently. That's the promise of faceless YouTube — and it's a promise that's being cashed in by thousands of creators right now."

What Is Faceless YouTube — Really?

Let's cut through the noise. **Faceless YouTube** refers to any YouTube channel where the creator does not appear on camera. Instead of a talking head, the videos are built from a combination of stock footage, screen recordings, animations, text overlays, AI-generated or human-recorded voiceovers, and carefully curated visuals that tell a compelling story without a face in the frame.

This is not a new concept — channels like Kurzgesagt, Wendover Productions, and How Money Works have operated this way for years, building audiences of millions. What *is* new is the democratization of the tools required to do it. In 2025–2026, a solo creator working from a laptop can produce content that rivals the production quality of channels with entire teams behind them.

The faceless model is built on a simple but powerful premise: **the value is in the content, not the creator's face**. If your script is compelling, your visuals are relevant, and your thumbnail earns the click, you can build a successful channel without ever turning on a camera.

Why Faceless YouTube Is Exploding in 2025-2026

The faceless creator space has grown dramatically for several compounding reasons:

1. **AI tools have lowered the barrier to entry.** AI voiceover tools like ElevenLabs, Murf, and Play.ht allow creators to produce professional, natural-sounding audio without a studio or recording experience. AI writing tools accelerate script production. AI visual tools are beginning to generate B-roll on demand.
2. **Viewer behavior has shifted.** Audiences increasingly value information quality and presentation over personality. Educational, informational, and niche-interest content dominates watch time across dozens of categories where a face is entirely irrelevant.
3. **YouTube's algorithm rewards consistency and retention — not faces.** The platform's recommendation system cares about Click-Through Rate (CTR), Average View Duration (AVD), and session time. A faceless channel that nails those metrics gets pushed by the algorithm just as aggressively as any personality-driven channel.
4. **Scalability.** Because faceless production can be systematized and outsourced, creators can run multiple channels simultaneously, build production teams, and create genuine passive income systems — something nearly impossible with a personality-driven channel tied to one individual.
5. **Privacy and flexibility.** Many skilled professionals — lawyers, doctors, finance experts, engineers — have deep knowledge but are restricted by professional norms from personal branding. Faceless channels let them share expertise without the personal exposure.

① **Context: The Scale of the Opportunity**

YouTube processes over 500 hours of video uploaded per minute. Yet the vast majority of high-value niches — finance, health, technology, history, self-improvement — are still dramatically underserved relative to audience demand. High-CPM niches like personal finance and SaaS can command \$15-\$50 per thousand views from advertisers, meaning even a modest channel can generate meaningful revenue. The opportunity is real — and it rewards those who move with a system, not those who wait.

What This Kit Covers and How to Use It

The **Faceless YouTube Pro Kit** is not a motivational PDF. It is a complete operating system for building a profitable faceless channel from the ground up. Every chapter delivers a specific, actionable module of your overall production and growth framework.

Here is how to use this guide effectively:

6. **Read it in order the first time.** The chapters are sequenced deliberately — foundation before content, content before optimization, optimization before scaling. Skipping chapters will leave gaps in your system.
7. **Return to specific chapters as reference.** Once you've read it through, this guide is designed to be a working reference. Keep it bookmarked and return to specific chapters as you reach each phase of your channel build.
8. **Use the templates and checklists actively.** Chapter 10 compiles every template and checklist in the book. Print them. Use them. They encode the system into daily habit.
9. **Don't perfect — execute.** The biggest mistake new creators make is spending weeks preparing instead of publishing. This kit gives you everything you need. The rest is action.

Mindset: This Is a Business, Not a Hobby

Before we get into tactics, we need to address the number one reason most people who attempt faceless YouTube fail: they treat it like a hobby.

Hobbies are pursued when convenient. Businesses are operated on schedule. Hobbies don't have metrics. Businesses track key performance indicators. Hobbies quit when results aren't immediate. Businesses iterate, adapt, and persist.

"The creator who publishes consistently for 12 months, reviews their analytics weekly, and improves with every upload will always outperform the creator who publishes sporadically and operates on instinct. Always."

Building a faceless channel requires you to think like a media company operator. You are creating a content asset — one that, if built correctly, will generate views and revenue long after the upload date. A well-optimized video published today can still be earning AdSense revenue and affiliate commissions three years from now. That is the power of the model — but only if you execute it with discipline.

Adopt these three core business principles from Day 1:

- **Consistency over perfection.** A published video is infinitely more valuable than a perfect video that never gets uploaded.
- **Data over feelings.** Let your analytics tell you what's working. Don't fall in love with your own ideas — fall in love with what your audience responds to.
- **Systems over willpower.** Willpower depletes. Systems persist. Every workflow, checklist, and template in this guide is designed to remove reliance on motivation and replace it with repeatable process.

Who This Is For — and Who It Is NOT For

This guide is for you if:

- You want to build an online income source without appearing on camera
- You're willing to invest time learning and executing a real content system
- You understand this is a business that requires consistency over months, not days
- You're interested in building a scalable content asset, not just "going viral"
- You have basic computer skills and can learn new software tools

This guide is NOT for you if:

- You're looking for a "get rich quick" scheme or instant results
- You're unwilling to invest time (and in some cases, modest money) into production tools
- You expect to publish 5 videos and become profitable
- You're not willing to study analytics and iterate your approach
- You want someone else to do it all for you without any personal involvement

⚠ Reality Check

Most YouTube channels that fail do so not because the creator lacked talent — but because they quit too early, published inconsistently, or refused to adapt based on data. The system in this guide works. But it only works if you do. Expect to invest 3-6 months of consistent effort before you begin to see meaningful traction.

➤ Introduction Action Steps

1. Write down in one sentence your primary goal for building a faceless channel (e.g., "I want to generate \$2,000/month in passive income within 18 months.")
2. Read this entire guide before taking any production action — understanding the full system first prevents costly early mistakes.
3. Set a recurring time block in your weekly calendar dedicated to your channel — treat it as a business obligation, not a suggestion.
4. Commit to a minimum of 90 days of consistent publishing before evaluating results.

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Chapter 1: The Faceless Creator Framework

◆ Chapter 01

The Faceless Creator Framework

Every successful faceless channel is built on the same underlying architecture — six interlocking pillars that, when aligned, create a self-reinforcing growth engine. Miss any one of them and the whole system underperforms. Master all

six and you have a channel built to last.

The 6 Pillars of a Profitable Faceless Channel

Think of your channel as a machine. Every machine has core components that must work together. Here are the six pillars of the Faceless Creator Framework:

Pillar	Definition	Failure Without It
1. Niche	The specific topic area, audience, and content angle your channel owns	No clear audience = algorithm confusion = poor reach
2. Content System	Your repeatable process for researching, ideating, scripting, and scheduling videos	Inconsistency = dead algorithm signal = stalled growth
3. Production	Voiceover, video editing, thumbnails — the quality of what you publish	Low-quality production = poor retention = no recommendations
4. Optimization	SEO, titles, thumbnails, descriptions, tags — how you get discovered	Great videos with no discoverability = zero views
5. Monetization	The revenue model(s) your channel uses to generate income	No monetization plan = a hobby, not a business
6. Scale	Systems, outsourcing, and processes that multiply output without multiplying your time	No scale plan = a ceiling on both income and growth

► Pro Tip: Sequence Matters

Build the pillars in order. Niche first — everything else flows from it. Creators who

jump to production or monetization before nailing their niche almost always need to rebuild later. Get the foundation right before adding the floors.

Niche Selection Deep Dive

Your niche is the single most important decision you will make for your channel. It determines your potential audience size, your CPM rates, your competition level, and your long-term content sustainability. Choose wisely.

Evergreen vs. Trending Niches

Evergreen niches are topic areas with consistent, year-round search demand. Videos published in evergreen niches continue to accumulate views and revenue for months or years after upload. Examples include personal finance, productivity, health and wellness, history, self-improvement, and how-to guides for stable software platforms.

Trending niches are topic areas that spike in search volume around current events, new technology releases, or cultural moments. Videos in trending niches can rack up massive short-term view counts but often have a short shelf life. Examples include commentary on breaking news, specific AI tool tutorials, or reaction content.

① Strategic Recommendation

For faceless channels built for long-term income, target **evergreen niches with trend-aware content angles**. Publish 80% evergreen content (e.g., "How to Build a Budget That Actually Works") and 20% trend-responsive content (e.g., "How the 2026 Fed Rate Decision Affects Your Savings"). This balance gives you long-tail revenue stability while capitalizing on traffic spikes.

Competition Analysis

High competition is not necessarily a signal to avoid a niche — it is a signal that the niche has proven demand. The question is not "is this competitive?" but rather "can I compete with a differentiated angle?"

Analyze competition using this three-step process:

- 10. **Search your target keyword on YouTube.** Count how many channels are actively publishing in this space (at least 2 videos per month). If there are fewer than 20 active channels with over 50K subscribers, the niche may be underserved.
- 11. **Check view counts on recent uploads.** If channels in the niche with modest subscriber counts (under 100K) are still getting 50K-500K views per video, that is a sign of strong algorithm distribution in the niche.
- 12. **Identify the gap.** Watch the top 10 videos in your target niche. Ask: what angle, format, depth, or production style is nobody doing well? That gap is your entry point.

Monetization Potential by Niche

Not all niches are created equal when it comes to revenue. CPM (cost per thousand views from advertisers) varies dramatically by niche because advertisers pay more to reach high-intent, high-income audiences. Below are representative CPM ranges:

Niche Category	Typical CPM Range	Monetization Notes
Personal Finance & Investing	\$15-\$50+	Highest CPM; strong affiliate potential (apps, brokerages)
SaaS & B2B Software	\$12-\$40	High CPM; sponsorships from software companies are lucrative
Health & Wellness	\$8-\$25	Broad audience; supplement and fitness affiliate programs
Technology & AI	\$8-\$20	Growing CPM; fast-

Niche Category	Typical CPM Range	Monetization Notes
		moving niche requires content freshness
Education & Self-Improvement	\$6-\$18	Stable; strong for course and digital product upsells
History & Documentary-Style	\$5-\$12	Lower CPM but very high retention; Patreon and memberships work well
True Crime & Mystery	\$4-\$10	High view volume but mid-range CPM; merchandise potential
Entertainment & Pop Culture	\$2-\$8	Volume play; requires high output for meaningful AdSense income

Niche Scoring Worksheet

Use this worksheet to evaluate and compare potential niches before committing. Score each criterion from 1 (poor) to 10 (excellent). Total score out of 50. Aim for niches scoring 35 or above.

Niche	Search Volume (1-10)	Competition Level (1-10, 10=low competition)	Monetization Potential (1-10)	Your Interest /Knowledge (1-10)	Content Sustainability (1-10)	TOTAL
Personal Finance	9	5	10	—	9	___/50
AI Tools & Productivity	8	6	8	—	7	___/50
History	7	7	6	—	9	___/50

Niche	Search Volume (1-10)	Competition Level (1-10, 10=low competition)	Monetization Potential (1-10)	Your Interest /Knowledge (1-10)	Content Sustainability (1-10)	TOTAL
Explainers						
Health & Longevity	8	5	8	—	8	___/50
Your Niche Option A: ___	—	—	—	—	—	___/50
Your Niche Option B: ___	—	—	—	—	—	___/50
Your Niche Option C: ___	—	—	—	—	—	___/50

The Channel Identity Blueprint

Once your niche is chosen, define your channel's complete identity before publishing a single video. This prevents the brand confusion that causes creators to rebrand (and lose momentum) six months in.

Channel Name

Your channel name should be: **memorable, niche-relevant, and not tied to a specific sub-topic** (you want room to expand). Avoid your personal name — it defeats the faceless model and limits scalability. Consider names that evoke your niche's core promise. Examples: "Wealth Decoded," "The Knowledge Engine," "Apex Insights," "ClearMind Finance."

Channel Positioning Statement

Complete this sentence: *"We help [specific audience] achieve [specific outcome] through [content format/approach]."*

Example: "We help working professionals build lasting financial independence through clear, jargon-free investing and budgeting breakdowns."

Target Audience Avatar

Define your ideal viewer with specificity:

- **Demographics:** Age range, income level, location, education level
- **Psychographics:** Core desires, frustrations, aspirations, fears
- **Viewing behavior:** When they watch, what else they watch, how long they typically watch
- **The one thing they want most:** This drives your hook writing, title strategy, and content angles

Channel Art and Visual Branding

Establish a visual identity that communicates professionalism and niche alignment:

- **Color palette:** Choose 2-3 primary colors that appear on every thumbnail. Consistency builds recognition in suggested video feeds.
- **Font pair:** One bold display font for titles, one clean sans-serif for body text. Stick with them.
- **Channel banner:** 2560 x 1440 pixels. Include channel name, tagline, and upload schedule. Keep it simple and legible on mobile.
- **Channel icon:** Logo or branded icon — not a personal photo. Tools: Canva, Adobe Express, or hire a logo designer on Fiverr for \$15-\$50.

Channel Trailer Strategy

Your channel trailer is the first impression for non-subscribers. Keep it to 60-90 seconds. Follow this structure:

13. Open with the viewer's pain point or aspiration (first 10 seconds)
14. State what your channel covers and who it's for (seconds 10–30)
15. Show 3–5 quick clips from your best content (seconds 30–60)
16. Strong CTA: "Subscribe now — new videos every [day]" (final 10 seconds)

Channel Business Model Selection

Decide early which revenue models you will pursue. Most successful channels use 2–3 simultaneously. Here is a breakdown of the main models for faceless channels:

Revenue Model	Requirements	Income Potential	Best For
AdSense / YPP	1,000 subscribers + 4,000 watch hours	Low-High (depends on CPM and views)	All niches — the baseline
Affiliate Marketing	Any audience size; relevant products	Medium-Very High	Finance, tech, health, SaaS niches
Digital Products	Small but engaged audience; a product to sell	High margin (keep 80–100%)	Education, productivity, self-improvement
Sponsorships	Typically 10K+ subscribers; niche authority	High (\$500–\$10,000+ per placement)	B2B, tech, finance, lifestyle channels
Channel Memberships	YPP approval + 500 subscribers	Steady recurring revenue	Niche communities with loyal following

► Revenue Stack Strategy

The most resilient faceless channel business model combines: **AdSense (baseline) + Affiliate Marketing (primary income driver early) + Digital Products (high-margin as audience grows)**. Build in that sequence. Chasing

sponsorships before you have a meaningful audience is a distraction. Build the audience first — brands will come to you.

► Chapter 3 Action Steps

1. Complete the Niche Scoring Worksheet with at least 3 niche options. Choose the one that scores highest AND excites you.
2. Write your Channel Positioning Statement. Keep it to one sentence. Post it somewhere visible above your workspace.
3. Define your Target Audience Avatar in writing — at least 5 specific characteristics.
4. Choose your 2-3 primary brand colors and write down the hex codes. You'll use these on every thumbnail.
5. Select your initial 2 revenue models. Map out how you will implement each one within your first 90 days.
6. Set up your YouTube channel account. Complete the About section, upload your channel icon, and write your channel description using your positioning statement.

◆ Chapter 02

The Research & Ideation System

Random content is the enemy of channel growth. Every video you publish should be the result of deliberate research — validated demand, differentiated angle, and clear keyword strategy. This chapter gives you the system to generate hundreds of winning video ideas without guessing.

The 3-Phase Video Idea Research Process

Every video idea should pass through three gates before it earns a spot on your content calendar.

Phase 1 — DEMAND: Is there a large enough audience actively searching for this topic? If nobody is searching for it, the video won't get discovered regardless of how good it is.

Phase 2 — DIFFERENTIATION: What is the unique angle that makes your video more compelling than the top results currently ranking? If you can't articulate a clear differentiator, you're making another average video in an already-crowded space.

Phase 3 — VALIDATION: Have you confirmed that this specific format, angle, and title has evidence of working (i.e., existing high-performing videos with similar attributes)? Don't launch a product nobody wants.

Research Tools: How to Use Each One Strategically

YouTube Search (Free)

Your most powerful and most underutilized research tool. Use the YouTube search bar as a keyword suggestion engine:

- Type your niche topic followed by a space and observe autocomplete suggestions — these are real searches users are making
- Type your keyword followed by letters (a, b, c...) to surface long-tail variations
- Check the "Videos" and "This Year" filters to find recently performing content in your niche
- Study the first 10 results for any given keyword: note the view counts, upload dates, subscriber counts, thumbnail styles, and title formulas

TubeBuddy (Free/Paid)

TubeBuddy is a browser extension that overlays keyword data directly on YouTube search results. Key features for research:

- **Keyword Explorer:** Shows search volume, competition score, and overall opportunity rating for any keyword
- **SEO Studio:** Scores your video's optimization against your target keyword before upload
- **Tag Explorer:** Reveals what tags top-performing videos in your niche are using

VidIQ (Free/Paid)

VidIQ provides a parallel set of data to TubeBuddy with slightly different scoring methodologies. It's worth using both tools together because they sometimes surface different keyword opportunities. VidIQ's "Daily Ideas" feature uses AI to generate video ideas based on your channel's topic — treat these as inspiration, not finished titles.

Google Trends (Free)

Google Trends shows search interest over time — invaluable for identifying whether a topic is rising, stable, or declining before you commit to making a video about it. Filter by "YouTube Search" (not web search) for the most relevant data. Use the "Related Queries" section at the bottom of any trends page to discover adjacent topics with rising momentum.

AnswerThePublic (Free/Paid)

AnswerThePublic visualizes the questions, prepositions, and comparisons that real users are typing into search engines around any given topic. It is exceptional for identifying content angles that answer specific viewer questions — which tend to perform very well because they signal clear intent.

Reddit and Quora (Free)

Reddit and Quora are goldmines for understanding what your target audience actually cares about and how they talk about it. Search your niche topic on Reddit and sort by "Top" and "All Time" in relevant subreddits. The most upvoted posts represent validated demand — thousands of real people agreeing that this topic is worth discussing. Use their language in your titles and scripts for natural resonance.

► Research Power Move

Spend 60 minutes on Reddit in your target niche's subreddit. Sort posts by "Top / All Time." Screenshot the top 20 posts. Every one of those is a video idea with proven audience interest. The post title is often your starting point for a video title.

The top comments tell you what angles to cover in your script.

The 10x Angle: Making What's Working Even Better

The "10x angle" is a research philosophy borrowed from content marketing: instead of trying to create something entirely original (which is extremely difficult), find what's already working in your niche and ask, "How can I make a version of this that is 10 times more valuable, better produced, or more specifically targeted?"

For any top-performing video in your niche, apply this analysis framework:

17. **Content completeness:** What did the original video leave out? What questions did it fail to answer? Cover those gaps.
18. **Production quality:** Is the original video poorly edited? Monotone voiceover? Dated visuals? Match or exceed current production standards.
19. **Specificity:** Is the original video broad? Can you go deeper on a specific sub-topic that the original only touched on?
20. **Format:** Could a different format (narrative storytelling vs. list vs. case study) serve the same topic better?
21. **Recency:** Is the original video outdated? A fresher, updated version of a high-performing evergreen video is one of the lowest-risk, highest-reward content plays available.

Keyword Strategy for Faceless Channels

YouTube SEO for faceless channels operates on three keyword tiers that work together:

Keyword Type	Definition	Example	Strategic Role
Exact Match	The precise phrase users search	"how to invest in index funds"	Primary title and description keyword — drives direct search discovery
Broad Match	Wider topic categories	"index fund investing," "passive investing"	Tags and description — helps algorithm understand topic context
LSI Keywords	Latent Semantic Indexing — related terms	"S&P 500," "ETF," "Vanguard," "compound growth"	Used naturally in script and description — signals depth and authority

Use your exact match keyword in: the video title, the first 100 characters of the description, and as the first tag. Weave broad match and LSI keywords throughout the description and script naturally — never force them.

Building Your 90-Day Content Calendar System

Consistency is the channel growth variable most within your control. A 90-day content calendar eliminates decision fatigue, ensures you never miss an upload, and allows you to batch-produce content efficiently.

Structure your 90-day calendar around three content pillars:

- **Pillar 1 — Evergreen Core (60% of content):** High search-volume, timeless topics that will be discovered for years
- **Pillar 2 — Series Content (25% of content):** Multi-part series that build watch time and subscriber loyalty
- **Pillar 3 — Trending/Timely (15% of content):** Responsive content around trending topics in your niche

90-Day Content Calendar Template

Week	Video Title (Working)	Target Keyword	Research Source	Content Pillar	Status
Week 1	Video Title Placeholder	Primary keyword here	YouTube / Reddit / TubeBuddy	Evergreen Core	☐ Idea / ☐ Script / ☐ Produced / ☐ Uploaded
Week 2	Video Title Placeholder	Primary keyword here	YouTube / Reddit / TubeBuddy	Series Content	☐ Idea / ☐ Script / ☐ Produced / ☐ Uploaded
Week 3	Video Title Placeholder	Primary keyword here	Google Trends / VidIQ	Trending	☐ Idea / ☐ Script / ☐ Produced / ☐ Uploaded
Week 4	Video Title Placeholder	Primary keyword here	AnswerThePublic / Quora	Evergreen Core	☐ Idea / ☐ Script / ☐ Produced / ☐ Uploaded
Weeks 5-13	Repeat pattern — fill using Content Vault method below				

The Content Vault Method: 30 Video Ideas in One Session

The Content Vault is a batch ideation system that fills your 90-day calendar in a single focused research session. Here's the process:

- 22. Set aside 3 uninterrupted hours.** No distractions. Have TubeBuddy, VidIQ, Google Trends, and AnswerThePublic open simultaneously.

23. **Start with your top 5 seed keywords** — the broadest, highest-volume terms in your niche. Run each one through YouTube search and TubeBuddy's Keyword Explorer.
24. **For each seed keyword, identify 6 sub-topic video ideas.** These come from autocomplete suggestions, related searches, AnswerThePublic question maps, and top-performing existing videos you can improve.
25. **Record every idea in a spreadsheet.** Columns: Idea Title, Target Keyword, Source, Estimated Volume, Priority (High/Medium/Low), Assigned Date.
26. **Filter to your best 30.** Prioritize high search volume + differentiated angle + strong monetization alignment.
27. **Assign to your calendar.** Slot your 30 ideas into the 90-day calendar, leading with your highest-confidence videos.

Pro Note: Maintain Your Vault

After your initial Content Vault session, spend 30 minutes every week adding new ideas to your running list. Keep at least 2–3 weeks of approved, ready-to-script ideas ahead of your current production schedule at all times. This buffer protects you from creative drought and schedule disruptions.

Video Idea Validation Checklist

- ☐ There is measurable search volume for this topic on YouTube (confirmed via TubeBuddy or VidIQ)
- ☐ At least 2 existing videos on this topic have over 100K views (proving audience demand)
- ☐ I can identify a clear content angle that differentiates my video from the top results

- ☐ The topic is relevant to my channel niche and target audience avatar
- ☐ The topic aligns with at least one of my monetization models (affiliate link, CTA to product, etc.)
- ☐ I have or can source sufficient research material to script a complete, authoritative video
- ☐ The topic is either evergreen or the timing for a trending topic is right (within the trend window)
- ☐ The working title includes the target keyword and triggers curiosity or clear value expectation
- ☐ I can produce strong B-roll visuals for this topic (stock footage available)
- ☐ This video idea has been added to the 90-Day Content Calendar with a target upload date

► Chapter 2 Action Steps

1. Install TubeBuddy and VidIQ browser extensions. Activate free tiers and explore the Keyword Explorer on each.
2. Identify your 5 core seed keywords. Run each through YouTube search autocomplete and record all suggestions.
3. Conduct your first Content Vault session. Generate a minimum of 30 validated video ideas.
4. Build your 90-Day Content Calendar using the template provided above. Fill in at least the first 12 slots.
5. Create a "Research Sources" bookmark folder in your browser. Add: YouTube, TubeBuddy, VidIQ, Google Trends, AnswerThePublic, and 3 relevant

subreddits for your niche.

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Chapter 3: The Scriptwriting System

◆ Chapter 03

The Scriptwriting System

In faceless YouTube, your script is your product. It determines watch time, viewer satisfaction, and ultimately algorithm distribution. A great script with average visuals will outperform a beautifully edited video with a weak script every single time.

Why Scripts Are Non-Negotiable for Faceless Channels

Some creators in the personality-driven space can improvise to camera effectively. Faceless creators cannot. Without a script, you will ramble, lose structure, and produce content that fails to retain viewers past the 30-second mark. With a script:

- Your voiceover is tight, authoritative, and paced for maximum retention
- Your content follows a proven structural formula that holds viewer attention
- You can edit, refine, and optimize before a single frame is recorded
- AI voiceover tools (which we cover in Chapter 4) require clean, well-written copy to produce natural-sounding output
- Your video can be repurposed into blog posts, social content, and email newsletters with minimal additional work

⚠ **Warning: The Improvised Voiceover Trap**

Do not record voiceover by talking freely and editing down. This approach produces inconsistent pacing, unnecessary filler words ("um," "uh," "so"), and a rambling structure that kills viewer retention. Always script first. Record second. Always.

The 5-Part Faceless Script Formula

HOOK

→

CONTEXT

→

CONTENT

→

PROOF



CTA

Every high-performing faceless video — regardless of length or niche — follows a version of this five-part architecture:

28. **Hook (0:00-0:30):** Seizes attention immediately. The hook must answer the viewer's unconscious question: "Why should I keep watching this?" It typically does this by making a bold claim, posing a provocative question, or presenting a pattern interrupt.
29. **Context (0:30-1:30):** Establishes credibility and sets up the promise. Tell the viewer exactly what they're going to learn and why it matters to them personally. This is where you earn the right to their next 8-18 minutes.
30. **Content (1:30 to near end):** The main body of the video. Deliver on the promise made in the hook and context. Divide into 3-5 clear sections with distinct transitions and pattern interrupts to maintain engagement.
31. **Proof (near end):** Reinforce the key takeaways with examples, case studies, statistics, or summaries. This deepens viewer satisfaction and increases the likelihood of completion.
32. **CTA (final 30-60 seconds):** A single, clear call to action. Subscribe, watch another video, click the link in the description. One CTA. Not five.

Writing Magnetic Hooks: 10 Proven Hook Frameworks

The hook is the highest-leverage 30 seconds of your entire video. A weak hook and you lose 30-60% of viewers before you've had a chance to deliver value. Here are 10 frameworks that reliably capture attention in faceless YouTube content:

#	Hook Framework	Example Script Line
1	The Bold Contrarian Claim	"Everything you've been told about building wealth is designed to keep you broke."
2	The Specific Number Promise	"In the next 12 minutes, you'll learn the 7 tax strategies that most financial advisors never tell their clients."
3	The Empathy Open	"If you've ever felt like no matter how hard you work, you just can't get ahead financially — this video was made for you."
4	The Shocking Statistic	"In 2025, over 64% of Americans couldn't cover a \$1,000 emergency without going into debt. Here's the exact reason why — and how to escape it."
5	The Open Loop	"By the end of this video, you'll know the single decision that separates people who retire wealthy from those who don't — and it's not what you think."
6	The Story Open	"In 2019, a 34-year-old teacher with \$40,000 in student debt made one simple decision. Five years later, she was completely debt-free and had \$180,000 invested. This is exactly what she did."
7	The Warning Hook	"Before you invest another dollar, there's something critical you need to understand about how the market actually works."

#	Hook Framework	Example Script Line
8	The Pattern Interrupt Question	"What if the reason most people fail to build wealth has nothing to do with income — and everything to do with a four-letter psychological trap?"
9	The "What Nobody Tells You" Frame	"Nobody talks about this, but it's the single most important factor in whether your retirement account actually survives a market crash."
10	The Timeline Urgency Hook	"The rules of personal finance changed dramatically in 2025. If you're still using the old strategies, you could be leaving tens of thousands of dollars on the table."

Structuring Content for Watch Time and Retention

Average View Duration (AVD) is one of the most critical metrics YouTube's algorithm uses to evaluate and distribute your content. The goal is to maximize the percentage of your video that the average viewer watches. High-retention videos are rewarded with dramatically more impressions.

Pattern Interrupts

A **pattern interrupt** is any change in audio, visual, pacing, or content structure that refreshes the viewer's attention. In faceless videos, pattern interrupts include: a visual cut to new B-roll, a zoomed-in text overlay, a change in voiceover pacing, the introduction of a new statistic, or a transition to a new section. Place pattern interrupts every 60–90 seconds throughout your video.

Open Loops

An **open loop** is a technique borrowed from storytelling: introduce a question or promise early in the video that you don't answer until later. "I'll show you exactly how to do this in just a moment, but first..." Open loops psychologically compel viewers to stay watching to "close" the loop. Use 2-3 per video.

Micro-Payoffs

Every 2-3 minutes, deliver a **micro-payoff** — a small but satisfying piece of information, a surprising fact, or a concrete takeaway. These keep the viewer feeling rewarded for their continued attention and reinforces the expectation that more value is coming.

Using AI Tools for Script Drafting

AI writing tools have become legitimate productivity multipliers for faceless creators. Here is how to use them effectively without producing generic, detectable AI output:

ChatGPT / Claude — Recommended Workflow

33. Brief the AI specifically. Don't just say "write me a script about index funds." Say: "Write a YouTube script for a 10-minute faceless educational video targeting 28-45 year old beginners. Topic: why most Americans will never retire comfortably, and the 3 index fund strategies that beat 90% of active investors. Use a confident, direct tone. Write for voiceover — short sentences, natural speech patterns. Include an open-loop hook and 3 clear sections with distinct transitions."

34. Review, edit, humanize. AI drafts are starting points, not finished scripts. Edit for your channel's voice. Add specific examples, statistics from your research, and personal observations from your niche expertise. Remove any generic AI phrasing ("In today's fast-paced world...").

35. **Fact-check everything.** AI tools hallucinate statistics and citations. Verify every claim independently before publishing.

► **AI Prompting Tip: The "Enemy" Frame**

When prompting AI, use specific constraints: "Write in short, punchy sentences. Average sentence length: 12 words. No passive voice. No filler phrases. No generic openings. Every sentence must either teach something or propel the viewer forward." This dramatically improves output quality and reduces editing time.

Script Length Guide by Video Type

Video Length	Approximate Word Count	Pages of Script	Best Use Case
5 minutes	650–750 words	2–3 pages	Quick tip, news commentary, simple explainer
10 minutes	1,300–1,500 words	5–6 pages	Standard educational / how-to video
15–20 minutes	2,000–2,600 words	8–10 pages	Deep-dive explainer, listicle, case study
30+ minutes	4,000+ words	15+ pages	Comprehensive guides, documentary-style, "Ultimate" videos

Script Template (Fill-in-the-Blank)

Faceless Script Template

- **Video Title (Working):** _____
- **Target Keyword:** _____
- **Video Length Target:** _____ minutes
- **HOOK [0:00-0:30] (~75 words):**
 - Hook Type: ____ | Opening Line: _____
 - Open Loop Setup: "By the end of this video, you'll know _____"
- **CONTEXT / INTRO [0:30-1:30] (~150 words):**
 - Who this is for: _____
 - What they'll learn: _____
 - Why it matters to them specifically: _____
- **SECTION 1 [1:30-~4:00] — Title:** _____
 - Key Point: ____ | Supporting Detail: ____ | Pattern Interrupt: ____
- **SECTION 2 [~4:00-~7:00] — Title:** _____
 - Key Point: ____ | Supporting Detail: ____ | Pattern Interrupt: ____
- **SECTION 3 [~7:00-~9:00] — Title:** _____
 - Key Point: ____ | Supporting Detail: ____ | Pattern Interrupt: ____
- **RECAP / PROOF [~9:00-9:30] (~100 words):**
 - Summarize 3 key takeaways: _____
- **CTA [9:30-10:00] (~75 words):**
 - Primary CTA: ____ | Subscribe mention: ____ | Next video mention: ____

Script Review Checklist — Before Recording

- ☐ Hook opens within the first sentence — no slow warm-up or greeting
- ☐ Target keyword appears naturally in the first 60 seconds
- ☐ Script has at least 2 open loops
- ☐ Pattern interrupts are planned every 60–90 seconds
- ☐ All statistics and claims have been independently verified
- ☐ Sentences average under 15 words — reads naturally out loud
- ☐ No passive voice in the first 60 seconds
- ☐ Each section has a clear, distinct heading
- ☐ The CTA is singular — one action requested, not multiple
- ☐ Script has been read aloud start to finish to check pacing and flow
- ☐ Total word count matches target video length

► **Chapter 3 Action Steps**

1. Write your first complete script using the 5-Part Faceless Script Formula. Use the fill-in-the-blank template as your structure.
2. Choose a hook framework from the list of 10 and write 3 different hook variations for your first video. Pick the strongest one.
3. Read your script out loud, timing it with a stopwatch. Adjust length to match your target video duration.
4. Run your script through the Script Review Checklist before proceeding to recording.
5. Set up your AI writing workflow: create a saved ChatGPT or Claude prompt

template for your niche and voice style. Test it with your second video topic.

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Chapter 4: The Voiceover System

◆ Chapter 04

The Voiceover System

Voice is the soul of a faceless video. It carries the narrative, establishes channel identity, and — more than any visual element — determines whether a viewer stays or leaves. Your voiceover system must be consistent, professional, and scalable from day one.

Option A: AI Voiceover

AI voiceover technology has advanced to the point where, when configured correctly, the output is largely indistinguishable from a human narrator. For faceless creators who want maximum scalability, AI voiceover is the production model of

choice. You can produce voiceovers for 10 videos in the time it would take to manually record and edit 2.

Recommended AI Voiceover Tools — Comparison Table

Tool	Price/Month	Voice Quality	Languages	Best For
ElevenLabs	Free-\$99+ (tiered)	★★★★★ Best-in-class	30+	Premium narration; most natural prosody; best for long-form educational content
Murf.ai	Free-\$39/month	★★★★ Excellent	20+	Creators wanting built-in studio interface with sync to slides/video
Play.ht	Free-\$99/month	★★★★ Very Good	900+ voices / 142 languages	Maximum voice variety; podcasters; multilingual channels
Descript	Free-\$24/month	★★★★ Very Good	English-primary	Creators who want all-in-one: script, voice, audio editing in one tool
Speechify	Free-\$139/year	★★★ Good	30+	Budget-conscious creators; quick-turnaround short-form content

AI Voice Settings for Natural-Sounding Output

Raw AI voiceover often sounds robotic if you accept default settings. These adjustments transform output quality:

- **Speed:** Set to 0.92–0.95x standard speed. Slightly slower than default reads more naturally and gives viewers time to process information.
- **Stability (ElevenLabs):** Set to 55–65%. Higher stability = more robotic. Lower stability = too variable. This sweet spot delivers natural variation.
- **Clarity/Similarity Enhancement:** Set to 75–80%. Keeps the voice consistent to the voice model without over-processing.
- **Pauses:** Add comma pauses (,) and em-dash pauses (—) in your script. Most AI tools honor punctuation for pacing. Add [pause] markers where you want deliberate breaks.
- **Emphasis:** Use CAPS LOCK on words requiring strong emphasis. Most tools read capitalized words with increased stress.

► Pro Tip: Voice Consistency

Choose your AI voice and stick with it. Voice consistency across your channel builds viewer familiarity — over time, your AI voice becomes your "channel voice" in the same way a human narrator's voice would. Switching voices between videos disrupts brand continuity.

Option B: Human Voiceover

Human voiceover remains the gold standard for emotional connection and nuanced delivery. Two paths exist:

Your Own Voice (Off-Camera)

Recording your own voice is completely compatible with a faceless channel model — you never appear on screen. Benefits: authentic, unique voice; builds a recognizable channel identity; costs nothing beyond equipment. The tradeoff is recording time and the need for a controlled recording environment.

Hiring Voiceover Artists

For creators who prefer to outsource, platforms like **Fiverr** (\$20–\$150 per video, depending on length and talent level) and **Voices.com** (\$150–\$400+) provide access to professional voice artists. When outsourcing:

- Always provide a complete, finalized script — never ask them to improvise
- Specify pacing, tone (authoritative, warm, conversational), and any emphasis notes
- Request delivery as a WAV or FLAC file — not MP3 — for maximum audio quality in post-production
- Include revision rights in your agreement (standard on Fiverr)

Recording Quality Fundamentals

Microphone Recommendations by Budget

Budget Level	Recommended Microphone	Price Range	Interface Needed?
Entry Level	Blue Snowball / Fifine K678	\$30–\$70	No (USB direct)
Mid-Range	Audio-Technica AT2020 USB+	\$100–\$150	No (USB)
Professional	Shure SM7B or Rode NT1-A	\$200–\$400	Yes (XLR interface required)
Budget XLR Setup	Behringer XM8500 + Scarlett Solo interface	\$80–\$120 total	Yes (Scarlett Solo)

Room Treatment Basics

Your recording environment is as important as your microphone. Poor room acoustics produce reverb and echo that no amount of post-processing can fully fix. Affordable solutions:

- Record in a closet filled with clothes — the fabric acts as acoustic absorption
- Place the microphone close to your mouth (6–8 inches) and point it away from reflective surfaces
- Hang moving blankets or heavy curtains around your recording area
- Acoustic foam panels (\$30–\$80 for a starter pack) on the wall behind and beside your recording position
- Always turn off HVAC, fans, and anything creating ambient noise before recording

| Batch Recording Workflow: 10 Videos in One Session

Batching is how faceless creators achieve the output levels needed for consistent growth without burning out. Here's the batch voiceover workflow:

36. **Prepare all scripts first.** Never sit down to record without a complete, approved script. Have all 10 scripts finalized before your recording session.
37. **Set up once.** Configure your recording environment — microphone position, room treatment, headphones, recording software (Audacity, Descript, or Adobe Audition) — and don't change it between scripts. Consistency across sessions.
38. **Record in sections.** Don't try to record an entire 10-minute script in one uninterrupted take. Record section by section. This makes editing significantly faster.
39. **Name files systematically.** Example:
"V012_PersonalFinance_Script3_Section1.wav" — Video number, niche tag, script number, section number. This prevents the chaos of unnamed audio files.
40. **Take a 15-minute break every 90 minutes.** Vocal fatigue is real. Rest protects recording quality.

41. **Do a quick quality check immediately after each recording.** Don't wait until editing to discover a recording was botched.

Audio Engineering Basics for YouTube

Even excellent recordings need basic audio post-processing before they go into your video edit. Here are the key steps:

- **Noise Reduction:** Use noise reduction (Audacity's built-in noise reduction or Adobe Audition's Spectral Repair) to eliminate background hum, HVAC noise, and electrical interference. Capture a 1-2 second "room tone" sample at the beginning of every recording session to use as the noise profile.
- **EQ (Equalization):** Roll off frequencies below 80Hz (low-cut filter) to remove rumble. Boost slightly between 2,000-4,000Hz for clarity and presence. Cut any frequencies that sound harsh (often around 3,000-5,000Hz).
- **Compression:** Reduce the dynamic range of your voiceover so quiet moments and loud moments are closer in volume. A 4:1 ratio with a -20dB threshold is a safe starting point. This makes the voice more consistent and easier to hear.
- **Loudness Normalization:** YouTube's target loudness level is **-14 LUFS (integrated)**. Export your final audio normalized to this level. Most DAWs have a loudness normalization export setting. This ensures your video's audio level is consistent with YouTube's playback standards and won't sound dramatically quieter or louder than other videos.

📘 LUFS Explained

LUFS (Loudness Units relative to Full Scale) is the broadcast-standard measurement of perceived audio loudness. YouTube normalizes all uploaded audio to approximately -14 LUFS. If your video is louder than this, YouTube will turn it down. If quieter, it will sound thin and distant in feeds. Target -14 LUFS on export

for optimal playback.

Voiceover Pre-Production Checklist

- ☐ Script is finalized and approved — no changes after this point
- ☐ All ambient noise sources turned off (HVAC, fans, phone notifications)
- ☐ Microphone tested and recording levels set (peak at -6dB to -3dB)
- ☐ Recording software opened, new project created, and file naming convention set
- ☐ Room tone sample recorded (2 seconds of silence for noise profile)
- ☐ Headphones plugged in for real-time monitoring
- ☐ Script is printed or displayed on a second screen to avoid paper rustling
- ☐ Water on hand — no ice (causes vocal tension)
- ☐ First 30 seconds recorded as a test — played back and approved before full recording
- ☐ File save location and naming confirmed before recording begins

► **Chapter 4 Action Steps**

1. Decide on Option A (AI voiceover) or Option B (human voice). Both are valid — choose based on your resources and preference.
2. If AI: Create accounts on ElevenLabs and Murf. Test 3 different voice models with a 200-word script sample. Select your channel voice.
3. If human voice: Set up your recording environment using the room

treatment basics above. Record a 2-minute test clip and evaluate quality critically.

4. Download Audacity (free) and process one test recording through the noise reduction, EQ, and compression workflow. Export at -14 LUFS.

5. Produce the voiceover for your first video — all sections recorded, processed, and saved in final file format before moving to Chapter 5.

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Chapter 5: The Video Editing System

◆ Chapter 05

The Video Editing System

Editing is where your script and voiceover transform into a viewer experience. For faceless channels, the editing workflow is systematizable and templatable — meaning once you build your production process, subsequent videos take a fraction of the initial time to produce.

Choosing Your Editing Software

Software	Price	Skill Level	Best For Faceless	Key Advantage
CapCut (Desktop)	Free / \$7.99/month Pro	Beginner	★★★★ Excellent	Fast learning curve; AI auto-caption; template library
DaVinci Resolve	Free (Studio: \$295 one-time)	Intermediate-Advanced	★★★★★ Best in class	Professional-grade color grading and audio tools; free forever
Adobe Premiere Pro	\$55/month (Creative Cloud)	Intermediate-Advanced	★★★★ Excellent	Industry standard; deep integration with After Effects and Audition
Final Cut Pro	\$299 one-time (Mac only)	Intermediate	★★★★ Excellent	Fastest render performance on Mac; optimized for Apple Silicon

► Recommendation for New Faceless Creators

Start with **CapCut Desktop** (free) to learn the fundamentals quickly. Once your channel generates revenue and you want more control, migrate to **DaVinci Resolve** — it is entirely free and rivals Premiere Pro in capability. Don't spend money on software before you've validated your niche and production workflow.

The Faceless Video Production Stack

Faceless videos are assembled from four primary visual layers, used in various combinations depending on your niche and style:

- 42. **Stock Footage:** Pre-produced video clips that provide visual context for your voiceover narrative. The backbone of most faceless channels.
- 43. **Animations and Motion Graphics:** Text animations, animated charts, kinetic typography, and logo intros. Create using CapCut templates, DaVinci Resolve Fusion, or Adobe After Effects.
- 44. **Screen Recordings:** Ideal for tutorial content, software walkthroughs, and data presentation. Use OBS Studio (free) or Loom for screen capture.
- 45. **AI-Generated Visuals:** Tools like RunwayML, Pika Labs, and Kling AI can generate short video clips from text prompts. Useful for abstract, conceptual, or historical content where stock footage is limited.

Stock Footage Sources and Licensing

Source	Cost	License Type	Quality	Notes
Pexels	Free	Pexels License (commercial use OK)	Good-Excellent	Large library; attribution not required; most faceless creators use this
Pixabay	Free	Pixabay License (commercial use OK)	Good	Good variety; some clips are lower resolution — always check before using
Storyblocks	\$15-\$55/month	Unlimited commercial	Very Good-Excellent	Best value for creators who

Source	Cost	License Type	Quality	Notes
		license		need large volumes of footage regularly
Envato Elements	\$16.50/month	Commercial license	Excellent	Includes templates, music, sound effects, and fonts — not just video
Artgrid	\$99-\$199/year	Commercial license	Cinema-quality	Premium cinematography; best for documentary-style channels

⚠ Important Licensing Warning

Never use footage from Google Images, movie clips, TV show excerpts, or any source where you cannot confirm the license explicitly permits YouTube commercial use. Copyright strikes can permanently damage your channel. When in doubt, use only Pexels, Pixabay, or a paid subscription service with documented commercial licensing.

B-Roll Strategy: Matching Visuals to Voiceover

B-roll refers to the supplemental footage that plays over your primary voiceover narrative. Choosing appropriate B-roll is both an art and a system. Follow this matching framework:

- **Literal match:** If you say "stock market," show stock market graphs or a trading floor. If you say "morning routine," show someone making coffee. Literal matching is the baseline.
- **Emotional match:** Choose footage that evokes the emotional tone of the script at that moment. A section about financial struggle calls for footage that feels heavy or constrained. A section about financial freedom calls for open, bright, aspirational imagery.
- **Conceptual match:** Abstract concepts require creative interpretation. "Compound interest" might be shown with time-lapse of a plant growing, or dominoes falling, or a river branching. Think metaphorically.
- **Avoid "wallpaper" B-roll.** Wallpaper B-roll is footage that technically relates to the topic but adds no meaning — like showing "people on laptops" for every tech topic. Choose footage that enhances the narrative, not just fills the frame.

Text Overlays and Lower Thirds

Text on screen serves two purposes: reinforcing key points for viewers and creating visual engagement for those watching with audio off (increasingly common on mobile). Best practices:

- **Font size:** Minimum 36pt for body text overlays; 48pt+ for title overlays. Test legibility on mobile (50% of YouTube views are on smartphones).
- **Contrast:** White text on dark backgrounds or dark text on light backgrounds — never place text directly over busy footage without a semi-transparent overlay behind it.
- **Timing:** Text appears simultaneously with the spoken word, not before or after. Match audio and text precisely.

- **Don't transcribe everything.** Text overlays should highlight key terms, statistics, and section titles — not reproduce the entire voiceover. Excessive text on screen is visually overwhelming.

Transitions and Pacing

- **The 3-Second Rule:** No single piece of footage should stay completely static for more than 3 seconds. Apply a subtle zoom or pan (the "Ken Burns Effect") to any static images or still frames.
- **Cut on beat:** When using background music, align cuts with the beat or bar of the music track. This creates an unconsciously satisfying rhythm.
- **Avoid overusing transitions.** The best transitions for faceless educational content are simple cuts and clean dissolves. Avoid wipe transitions, star wipes, or any effect that calls attention to itself. Flashy transitions signal amateur production.
- **Zoom and push-in:** A slow, subtle zoom into footage (10-15% zoom over 3-5 seconds) creates visual dynamism without distraction. Use these to add energy to otherwise static shots.

Color Grading for Channel Consistency

Color grading is not about making your video look like a Hollywood film — it's about ensuring all your videos share a consistent visual tone that viewers associate with your brand. Create a simple color grade preset:

46. Slightly warm the midtones (orange/yellow push) for an authoritative, trustworthy feel — common in finance and education channels
47. Increase contrast slightly to make footage appear cleaner and more polished
48. Desaturate slightly (5-10%) for a more cinematic, serious look

49. Save this grade as a preset in DaVinci Resolve or Premiere Pro and apply it to every video — one click, consistent brand look

Subtitles and Captions

Captions are not optional — they are a significant accessibility feature and a proven retention tool. Videos with captions consistently achieve 5–10% higher average view duration than uncaptioned videos. Best practices:

- Use YouTube's auto-generated captions as a starting point, but **always review and correct them** — auto-captions have a meaningful error rate, especially on technical terminology
- Alternatively, use **CapCut's Auto-Caption feature** or **Descript** for AI-powered captioning with higher accuracy directly in your editing timeline
- Caption style: clean white text, black drop shadow, no all-caps (harder to read at speed)
- Position captions at the bottom third of the frame, centered, never blocking key visuals

Export Settings for YouTube

Setting	1080p Standard	4K Premium
Resolution	1920 x 1080	3840 x 2160
Frame Rate	30fps (24fps for cinematic)	30fps (60fps for action/tutorial)
Codec	H.264	H.265 / HEVC (or H.264)
Video Bitrate	10–15 Mbps	35–45 Mbps
Audio Codec	AAC-LC	AAC-LC
Audio Bitrate	320 kbps	320 kbps

Setting	1080p Standard	4K Premium
Color Space	sRGB / Rec.709	sRGB / Rec.709
Container Format	MP4	MP4

Editing Workflow Checklist

- ☐ New project created with correct frame rate and resolution settings
- ☐ All audio files (voiceover + music) imported and organized in project bin
- ☐ All B-roll footage imported and organized by section
- ☐ Voiceover placed on timeline as primary audio track
- ☐ B-roll synchronized to voiceover — visual matches script narrative
- ☐ No single clip plays static for more than 3 seconds (zoom/pan applied)
- ☐ Text overlays added at key moments — correct font, size, and contrast
- ☐ Background music added at appropriate volume (voiceover should dominate; music at -18dB to -22dB under VO)
- ☐ Color grade preset applied uniformly throughout
- ☐ Captions added and reviewed for accuracy
- ☐ Intro sequence (branded opening, 3-5 seconds) at start
- ☐ Outro sequence with end screen placeholders at final 20 seconds
- ☐ Full video reviewed on 1x playback from start to finish
- ☐ Audio levels checked — voiceover clear, music balanced, no clipping
- ☐ Exported at correct settings (see Export Settings table above)
- ☐ Output file reviewed in media player before uploading

► Chapter 5 Action Steps

1. Choose and install your editing software. If new to editing, start with CapCut Desktop.
2. Create a free Pexels account and practice searching for B-roll footage relevant to your niche. Download 20–30 clips to build your first B-roll library.
3. Build your first editing project using your voiceover from Chapter 4. Add B-roll, basic text overlays, and background music.
4. Create and save a color grade preset. Apply it to your first video.
5. Export using the settings from the Export Settings table above. Watch the final file all the way through before uploading.
6. Save your project file as an editing template. Future videos will be significantly faster to produce by building from this base.

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Chapter 6: The Thumbnail & Title System

◆ Chapter 06

The Thumbnail & Title System

Your thumbnail and title are the only two elements that determine whether a viewer clicks on your video. Everything else — your script, your voiceover, your editing — only matters if someone clicks first. This is your most important growth lever, and it demands a system.

Why Thumbnails and Titles Are Your #1 Growth Lever

YouTube's algorithm distributes your video to a sample audience first. It then measures Click-Through Rate (CTR) — the percentage of people who see your thumbnail and click. A high CTR signals to the algorithm: "People want this content." The algorithm rewards high CTR with dramatically more impressions, creating a powerful compounding effect.

A video with a mediocre script but an exceptional thumbnail and title will outperform a brilliantly produced video with a weak thumbnail and title almost every time. Invest accordingly.

The Thumbnail Formula for Faceless Channels

BOLD TEXT + HIGH-CONTRAST IMAGE + EMOTIONAL TRIGGER = CLICKS

Since faceless channels can't use a creator's face (which is traditionally a major click driver on YouTube), your thumbnail must work harder through other visual elements:

- **Bold Text (2-5 words):** The most critical element of a faceless thumbnail. Your text should complete or amplify the title — not repeat it. Use a bold,

thick sans-serif font. Minimum 60pt equivalent. Consider using a "power word" that triggers emotion: EXPOSED, TRUTH, WARNING, FINALLY, SHOCKING, MASSIVE.

- **High-Contrast Image:** The background image or visual element should be immediately recognizable and emotionally relevant at small screen sizes. Remember that thumbnails display at approximately 168 x 94 pixels in mobile feeds — if your visual doesn't read at that size, redesign it.
- **Emotional Trigger:** Every successful thumbnail targets an emotion — curiosity, fear, desire, urgency, or surprise. Identify which emotion your video's topic naturally evokes and make your thumbnail embody that emotion visually.

Thumbnail Design Rules

Color Psychology

Color	Emotional Association	Best For Niches
Red / Orange	Urgency, energy, warning, passion	News, finance alerts, health warnings, motivation
Blue / Navy	Trust, authority, stability, calm	Finance, business, technology, education
Yellow / Gold	Optimism, wealth, attention, success	Finance, self-improvement, success stories
Green	Growth, nature, health, money	Investing, wellness, sustainability, personal growth
Black / Charcoal	Sophistication, power, mystery, premium	Luxury, tech, true crime, documentary-style
White	Clarity, cleanliness, simplicity, honesty	Education, minimalist tutorials, health

► **Brand Color Discipline**

Use your channel's 2-3 primary colors in every thumbnail. This creates visual consistency in your channel grid and trains the algorithm's audience to recognize your content in suggested video feeds. When a viewer sees your thumbnail style, they should subconsciously think "I know that channel."

Thumbnail Design Tools

- **Canva (Free/Pro):** Best starting point. Extensive YouTube thumbnail templates, easy drag-and-drop interface, brand kit saves your colors and fonts. Pro version (\$12.99/month) unlocks background remover and premium assets.
- **Adobe Express (Free):** Strong template library with one-click resize and brand customization. Good Canva alternative.
- **Photoshop (Creative Cloud):** Maximum design control. Required for advanced effects, precise typography control, and professional compositing. Best for creators who want complete creative freedom — but has a learning curve.
- **Template Strategy:** Create 2-3 thumbnail templates in Canva or Photoshop with your brand colors, font styles, and layout framework. Each new video thumbnail requires only content-specific swaps — not a full redesign. This saves 20-30 minutes per video.

20 Proven Title Formula Templates

Formula Type	Template	Example
Curiosity	The [Unexpected] Truth About [Topic]	The Surprising Truth About Index Funds Nobody Talks About
Curiosity	Why [Common Belief] Is [Negative Result]	Why Saving Money Is Keeping You Poor
List	[Number] [Things] That Will [Outcome]	7 Habits That Will Make You Rich Before 40
List	The [Number] Biggest [Topic] Mistakes	The 5 Biggest Investing Mistakes Beginners Make
How-To	How to [Achieve Outcome] in [Timeframe]	How to Pay Off \$50,000 in Debt in 3 Years
How-To	How to [Desired Outcome] (Even If [Obstacle])	How to Build Wealth (Even If You're Starting With Nothing)
Urgency	[Do/Stop] [Action] Before It's Too Late	Stop Saving in a Regular Savings Account Before It's Too Late
Urgency	Why [Year] Is Your Last Chance to [Opportunity]	Why 2026 Is Your Last Chance to Lock In This Tax Strategy
Controversy	[Common Advice] Is Wrong. Here's Why	Dave Ramsey's Debt Advice Is Wrong. Here's Why
Controversy	I Was Wrong About [Topic]	I Was Wrong About Passive Income — Here's the Real Truth
Case Study	How [Person/Type] [Achieved Outcome] in [Timeframe]	How This Teacher Paid Off \$40K in Debt in 2 Years
Case Study	The [Type] Strategy That [Outcome]	The Index Fund Strategy That Beat 90% of Hedge Funds
Vs. / Comparison	[Option A] vs. [Option B]: Which Is Better?	Roth IRA vs. 401(k): Which One You Should Choose in 2026
Warning	Do NOT [Action] Until You Watch This	Do NOT Invest in Crypto Until You Watch This
Warning	The [Topic] Mistake That	The Investing Mistake

Formula Type	Template	Example
	Cost [Painful Outcome]	That Cost People Thousands in 2025
Question	What Happens If You [Action] for [Period]?	What Happens If You Invest \$500/Month for 20 Years?
Question	Is [Topic] a Scam?	Is Passive Income on YouTube a Scam?
Revelation	The [Secret/Hidden] [Thing] About [Topic]	The Hidden Fee That's Destroying Your Retirement Account
Revelation	Nobody Is Talking About This [Topic] Opportunity	Nobody Is Talking About This Tax-Free Investing Opportunity
Number + Outcome	[Number] Ways to [Outcome] Without [Pain Point]	9 Ways to Build Wealth Without Working More Hours

A/B Testing Thumbnails

YouTube's built-in "Test & Compare" feature (available to all channels) allows you to test up to 3 thumbnail variations simultaneously. YouTube serves each version to a portion of your audience and then declares a winner based on CTR data after sufficient impressions. This is one of the most high-leverage optimization tools available to you — use it on every video that underperforms your CTR benchmark.

CTR Benchmarks

CTR Range	Assessment	Action
Below 2%	Critical — thumbnail and/or title is failing	Redesign thumbnail immediately; test 2 new versions
2–4%	Below average — room	A/B test thumbnail;

CTR Range	Assessment	Action
	for significant improvement	evaluate title formula
4-6%	Average — stable but not exceptional	Continue iterating thumbnails; analyze what top videos do differently
6-10%	Good — above average performance	Study this thumbnail's winning formula and replicate it
10%+	Excellent — replicate this approach across all new videos	Screenshot and analyze — this is a winning formula

Thumbnail Design Checklist

- ☐ Thumbnail is 1280 x 720 pixels, 72 DPI, file size under 2MB
- ☐ Bold text present — maximum 5 words — minimum 60pt font
- ☐ Channel brand colors used prominently
- ☐ High-contrast image background that reads clearly at small sizes
- ☐ Emotional trigger element present (color, imagery, or text)
- ☐ Thumbnail tested at 168 x 94 pixels (mobile feed size) — still readable
- ☐ No copyright-protected images used
- ☐ Text is not placed too close to edges (safe zone: 60px from all edges)
- ☐ Thumbnail visually differentiates from the top 5 competitors on the same keyword
- ☐ Thumbnail and title work together — they complete a single, compelling message

► Chapter 6 Action Steps

1. Create a Canva account. Search "YouTube thumbnail" templates. Identify 3 layouts that fit your niche's visual style.
2. Design your first thumbnail using the Bold Text + High-Contrast Image + Emotional Trigger formula.
3. Test your thumbnail at 168x94 pixels (zoom out in Canva or shrink the preview) — confirm it reads clearly.
4. Write 5 title variations for your first video using different formulas from the 20 Title Templates. Pick the strongest one.
5. Build your first 2 thumbnail templates in Canva with your brand colors and saved as reusable designs.

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Chapter 7: The Upload & Optimization System

◆ Chapter 07

The Upload & Optimization System

Upload day is not the finish line — it's the beginning. What you do in the 24

hours before and 48 hours after an upload can meaningfully impact how far the algorithm distributes your content. This chapter turns uploading from a click of a button into a complete optimization event.

The Complete YouTube Upload Workflow

50. **Log into YouTube Studio.** Navigate to Content > Upload Video.
51. **Upload your MP4 file.** While it processes, complete all metadata fields. Do not wait for processing to finish before filling in details.
52. **Title:** Enter your chosen title (from the title formula system). Include your exact match keyword naturally. Keep under 70 characters.
53. **Description:** Write a fully optimized 300-500 word description (see below).
54. **Tags:** Add your primary keyword first, then 5-10 related tags (see tag strategy below).
55. **Thumbnail:** Upload your custom thumbnail. Never use YouTube auto-thumbnails.
56. **Category:** Assign the most accurate content category.
57. **Language:** Set to English (or your primary video language).
58. **Caption file:** Upload your SRT caption file if you prepared one externally, OR select "Auto" and review after publish.
59. **End screens:** Add end screen elements at the 20-second mark from the end (subscribe button + recommended video).
60. **Cards:** Add 1-2 info cards at relevant moments pointing to a related video or playlist.
61. **Chapter markers:** Add timestamps in the description (see format below).

62. Schedule or Publish: If publishing immediately, ensure it's during your optimal posting window (typically Tuesday-Thursday, 12-3pm EST for general audiences; test your own audience in Analytics).

Writing SEO-Optimized Descriptions

Your description is a critical SEO asset — both for YouTube's algorithm and for Google search (which indexes YouTube descriptions). Structure every description as follows:

Lines 1-2 (Above the fold — most important): Open with your target keyword naturally embedded in a compelling sentence that both hooks viewers and tells the algorithm your topic. These lines appear in search results before the viewer clicks "Show More."

Paragraph 1 (100-150 words): A concise, keyword-rich summary of what the video covers and who it's for. Use your exact match keyword and 2-3 LSI keywords naturally.

Timestamps (Chapter Markers): Format: 0:00 Introduction / 1:30 [Section 1 Title] / 4:00 [Section 2 Title] etc. Timestamps improve viewer navigation, increase time-on-video, and trigger YouTube's chapter feature in the progress bar — which adds additional visual real estate in search results.

Relevant Links: Include your affiliate links (with proper FTC disclosure), links to related videos or playlists, and any product recommendations referenced in the video.

CTA text: "If you found this valuable, subscribe for new videos every [day]."

Secondary keywords: Close the description with a short paragraph or list of related terms your target viewer might search — written naturally, not as a keyword dump.

Tag Strategy

While YouTube has reduced the algorithmic weight of tags in recent years, they still provide useful context signals — especially on smaller channels. Use this framework:

- **Tag 1 (Most Important):** Your exact match primary keyword — e.g., "how to invest in index funds"
- **Tags 2-4:** Broad keyword variations — e.g., "index fund investing," "beginner investing," "passive investing strategies"
- **Tags 5-8:** LSI and related terms — e.g., "Vanguard ETF," "S&P 500," "compound interest," "retirement investing"
- **Tags 9-10:** Your channel name and a 1-2 word niche category — creates association between your channel brand and the topic
- **Total tags:** 8-12. Do not use irrelevant tags trying to "hijack" other topics — this can negatively impact relevance scoring.

End Screens and Cards

End screens appear in the final 20 seconds of every video. Every video should include:

- 1 Subscribe button element
- 1 "Best video for this viewer" element (YouTube auto-selects; or you can specify)
- Optionally: 1 link element to a playlist

Cards appear as small clickable icons during the video. Use 1-2 cards maximum per video, placed at moments where viewer drop-off typically occurs (check your Audience Retention graph in Analytics). Cards that point to highly relevant companion videos can measurably reduce bounce rate and increase session time.

Premiere vs. Instant Publish

YouTube Premiere allows you to schedule a video as a live event, creating a countdown and a live chat moment when it drops. Benefits: builds anticipation, creates a community moment, the live event generates a small initial traffic burst. Best for: established channels with an engaged subscriber base who actively watch for new uploads.

Instant publish is more effective for newer channels, where the premiere audience is too small to create meaningful social proof. Publish instantly and focus on optimizing discoverability through search.

First 48 Hours After Upload: What to Do

63. **Share to your Community Tab** (if available) immediately after publishing.

Write a compelling post about the video that drives clicks from subscribers.

64. **Check auto-captions** within the first 2 hours and correct any errors.

65. **Monitor CTR and Watch Time** every 6–8 hours during the first 48 hours. If CTR falls below 3%, consider a thumbnail change.

66. **Respond to every comment** in the first 48 hours. Engagement signals algorithmic health and builds community.

67. **Do not spam the video link** on social media or in unrelated communities.

Low-quality external traffic signals actually hurt YouTube's distribution decisions for your video.

68. **If the video is underperforming at 72 hours**, A/B test the thumbnail. This is your most powerful lever post-upload.

YouTube Studio Analytics: 6 Metrics Every Faceless Creator Must Track

Metric	What It Measures	Target Benchmark	Action If Below Benchmark
CTR (Click-Through Rate)	% of impressions that become views	4-7%+ (established channels)	Redesign thumbnail; rewrite title
AVD (Average View Duration)	Average time viewers watch your video	40-55%+ of total video length	Audit hook; add pattern interrupts; tighten script
Impressions	How many times your thumbnail was shown	Growing trend over time	If stagnant: improve CTR (more impressions come from better CTR)
Watch Time (hours)	Total hours of your content watched	4,000 hours/year (YPP threshold)	Prioritize longer videos (10-20 min) for higher per-video watch time contribution
Subscriber Conversion Rate	% of viewers who subscribe after watching	0.5-2%+ per video	Add stronger subscribe CTAs; review end screens
Revenue per 1K views (RPM)	Your actual earnings per 1,000 views	Varies by niche — \$2-\$30+	Move to higher-CPM content; add affiliate links; pursue sponsorships



Pre-Upload Checklist (25 Items)

- ☐ Video file exported at correct settings (1080p MP4, H.264, 320kbps audio)
- ☐ Video file reviewed on media player from start to finish — no glitches,

freezes, or audio sync issues

- ☐ Custom thumbnail designed and saved as JPEG under 2MB
- ☐ Title written using proven formula — under 70 characters — includes exact match keyword
- ☐ Description written (300–500 words) with keyword in first line
- ☐ Timestamps written and formatted correctly for all chapter markers
- ☐ All affiliate links tested and confirmed working
- ☐ FTC affiliate disclosure included in description if affiliate links are present
- ☐ 8–12 tags added (primary keyword first)
- ☐ Correct content category selected
- ☐ Language set correctly
- ☐ "Made for Kids" correctly set to No (unless specifically a kids' channel)
- ☐ Age restriction confirmed as not required
- ☐ Caption file uploaded or auto-captions confirmed to process
- ☐ End screen layout added (subscribe button + best video element)
- ☐ 1–2 info cards added at appropriate timestamps
- ☐ Playlist assigned (every video should belong to at least one playlist)
- ☐ Thumbnail uploaded and previewed in YouTube Studio
- ☐ Video preview watched in YouTube Studio before scheduling/publishing
- ☐ Publish time scheduled for optimal posting window
- ☐ Community Tab post drafted to go live at upload time
- ☐ Auto-captions reviewed within 2 hours of publish — errors corrected
- ☐ Video URL saved in content calendar as published

- ☐ First 48-hour analytics check reminder set
- ☐ Video added to relevant playlists after publish

► Chapter 7 Action Steps

1. Write a complete SEO-optimized description for your first video using the structure above before uploading.
2. Identify your optimal posting time using YouTube Studio's "When your viewers are on YouTube" audience data (available after publishing 3+ videos).
3. Set up a recurring 48-hour analytics check reminder in your calendar for every video you publish.
4. Upload your first video following every item on the Pre-Upload Checklist — no shortcuts on your first upload.
5. Create a YouTube Analytics dashboard bookmark covering all 6 tracked metrics. Review this dashboard every Friday as a weekly ritual.

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Chapter 8: The Scaling Roadmap

◆ Chapter 08

The Scaling Roadmap

Most creators think about scale too early — or not at all. The truth is, scaling before you've validated your content system is expensive and wasteful. But scaling too late leaves money and growth on the table. This chapter gives you the exact roadmap for each phase of your channel's growth journey.

Phase 1: Validation and Consistency (0-1,000 Subscribers)

Phase 1 is the hardest because results are smallest and the temptation to quit is greatest. Your only job in Phase 1 is to **prove the concept** — find the content angles, formats, and production style that your niche responds to — and publish consistently enough to feed the algorithm signal it needs to categorize and distribute your channel.

Primary Focus Areas in Phase 1:

- Publish a minimum of 2 videos per week for the first 90 days
- Test multiple content angles within your niche to find what resonates
- Review Analytics weekly — identify your 3 highest-CTR and highest-AVD videos. Understand why they outperform.
- Refine your thumbnail and title formula based on what's working
- Build out your content production workflow so it becomes faster and more systematic with each video

- Set up affiliate links for 2-3 relevant products. Begin generating early affiliate revenue even before YPP eligibility.

📌 The 30-Video Rule

Most channels experience a meaningful shift in algorithm distribution after approximately 30 published videos. The algorithm has sufficient data to understand your content, your audience, and where to place you in the recommendation ecosystem. Do not evaluate your channel's potential before you have 30 videos published. Publish first — evaluate second.

Phase 2: Optimization and Monetization Unlock (1K-10K Subscribers)

Phase 2 begins when your channel has enough data and audience signal to be accepted into the YouTube Partner Program (1,000 subscribers and 4,000 watch hours). Now your growth strategy shifts from "create and test" to "optimize and monetize."

Primary Focus Areas in Phase 2:

- Apply for and activate YouTube Partner Program as soon as you're eligible
- Double down on your top-performing content angles — produce more of what works
- Build out your affiliate marketing stack — 5-10 relevant, high-quality products
- Optimize your best-performing videos: improve thumbnails, update descriptions, add chapters
- Begin building your email list through a free lead magnet tied to your channel's core topic

- Start reaching out to micro-sponsorships in your niche (smaller brands sponsor channels with 2K-10K subscribers regularly)

Phase 3: Systematizing and Outsourcing (10K-100K Subscribers)

Phase 3 is where the faceless channel model reveals its greatest structural advantage: because your production is already content-driven (no personal appearance required), every component of it can be handed off to a team member. This phase is about removing yourself as the primary bottleneck.

Primary Focus Areas in Phase 3:

- Hire an editor first — editing is the highest time-cost in production
- Hire a researcher/scriptwriter second — frees you to focus on strategy and quality review
- Create Standard Operating Procedures (SOPs) for every role before hiring — never hire without a documented process
- Begin A/B testing thumbnails systematically on every video
- Build a sponsorship media kit and begin outreach to mid-size brands in your niche
- Consider launching your first digital product (ebook, mini-course, template pack) to capture high-margin revenue from your existing audience

Phase 4: Brand Authority and Income Stacking (100K+)

Phase 4 channels have brand recognition, algorithm authority, and a loyal audience. The strategic priority shifts to **revenue diversification and legacy asset building**.

Primary Focus Areas in Phase 4:

- Command premium brand deal rates (\$5,000-\$50,000+ per integration depending on niche and audience size)
- Launch a full digital course or signature program — your audience trusts you
- Explore channel memberships and Patreon for recurring revenue
- Consider launching a second channel in an adjacent niche — your systems can support it
- Explore selling the channel as a digital asset if you choose to exit — established YouTube channels sell for 24-48x monthly revenue on platforms like Acquire.com

Building Your Production Team

Who to Hire First and When

Role	Hire When	What They Do	Estimated Cost
Video Editor	Phase 3 start (10K+ subs or revenue generating)	Full video edit from VO + B-roll to final export	\$100-\$400/video
Researcher / Scriptwriter	Phase 3, after editor is stable	Topic research, full script drafting, fact-checking	\$50-\$200/script
Thumbnail Designer	Phase 3, alongside or after editor	Design 2-3 thumbnail variations per video	\$15-\$75/thumbnail
Channel Manager / VA	Phase 3-4	Upload management, description writing, community posts, analytics reports	\$500-\$1,500/month
Voiceover Artist	Phase 3-4 (if	Professional	\$50-\$200/video

Role	Hire When	What They Do	Estimated Cost
	outsourcing VO)	narration from finalized scripts	

Creating SOPs for Every Role

An **SOP (Standard Operating Procedure)** is a documented, step-by-step process that tells a team member exactly how to complete a task to your channel's standards. SOPs are the difference between a team that delivers inconsistent results and one that operates like a system.

For each role you outsource, create an SOP that includes:

- 69. **Task overview:** What is this person doing and why does it matter?
- 70. **Step-by-step instructions:** Every action, in order, with screenshots where helpful
- 71. **Quality standards:** What does "done correctly" look like? Include examples.
- 72. **Revision process:** How do they flag issues? How many rounds of revision are included?
- 73. **Delivery format and deadline:** What file format, where to deliver it, by when

Outsourcing Platforms: What to Look For

Platform	Best For	Rate Range	Red Flags to Avoid
Fiverr	Editors, thumbnail designers, voiceover artists	\$15-\$200/task	No samples in portfolio; fewer than 20 reviews; generic gig descriptions

Platform	Best For	Rate Range	Red Flags to Avoid
Upwork	Scriptwriters, researchers, channel managers	\$10-\$75/hour	No YouTube-specific experience; vague job history; no video in portfolio
Contra	Freelance specialists in content and video	\$25-\$100/hour	Limited platform history — always request a paid test project first

► Hiring Best Practice

Always run a paid test project before committing to a long-term freelance relationship. Give your candidate one real video to edit (or script, or design). Pay your standard rate. Evaluate the output against your SOP before deciding. A \$150 test project can save you months of bad content and the cost of re-doing work.

Revenue Diversification Stack

At scale, your channel income should come from multiple streams. Here is a target revenue diversification model for a mid-stage faceless channel generating 500K–2M views per month:

- **AdSense (20-40% of income):** Reliable baseline; grows automatically with views
- **Affiliate Marketing (25-40% of income):** Highest income-to-effort ratio; scales with every new video featuring affiliate links
- **Digital Products / Courses (20-35% of income):** Highest margin; doesn't require more views to scale — just better conversion

- **Sponsorships (10-25% of income):** High per-placement earnings; relationship-driven; takes time to build
- **Channel Memberships / Patreon (5-15% of income):** Predictable recurring revenue; strengthens community loyalty

Scaling Milestone Tracker

Milestone	Goal	Key Actions	Target Month
First 10 Videos Published	Build algorithm signal; establish workflow	Publish consistently; analyze CTR and AVD; refine formula	Month 1-2
1,000 Subscribers	Prove concept; unlock YPP eligibility	Identify winning content angles; double down on best-performing formats	Month 3-6
YPP Approved	Activate AdSense; unlock all monetization features	Apply immediately upon eligibility; activate Memberships	Month 4-8
First Affiliate Sale	Validate affiliate revenue stream	Embed affiliate CTAs in top 10 videos; add to description	Month 2-4
10,000 Subscribers	Begin outsourcing; launch digital product	Hire editor; build lead magnet; create first digital product	Month 6-12
First Sponsorship	Validate brand deal potential	Build media kit; pitch 20 relevant brands in niche	Month 8-15
100,000 Subscribers	Full production team; premium brand deals	Hire full team; launch course; pursue major sponsorships	Month 18-36
\$10,000/Month	Validated	Launch second	Month 24-48

Milestone	Goal	Key Actions	Target Month
Revenue	business; expand or repeat	channel; hire channel manager; plan next product	

► Chapter 8 Action Steps

1. Identify which phase you are currently in. Write down the 3 most important actions for your current phase.
2. Build your Scaling Milestone Tracker using the template above. Fill in realistic target months for each milestone based on your available time and resources.
3. Draft the job description for the first role you plan to outsource — even if you're in Phase 1. Having it ready accelerates the process when the time comes.
4. Write a one-page SOP for your video editing process. Even if you're doing it yourself now, this documents your standard so a future hire can replicate it.
5. Map out your Revenue Diversification Stack. Which 2 models are you starting with? What is the pathway to adding models 3 and 4?

◆ Chapter 09

Tools, Resources & Tech Stack

The right tools don't guarantee success — but the wrong tools slow you down unnecessarily. This chapter is your complete reference guide to the tools and platforms that power a professional faceless YouTube operation, organized by function and budget tier.

① How to Use This Chapter

Start with Free tier tools and build your full workflow before investing in paid tools. Upgrade to Budget or Pro tier only when you've outgrown the free version's limitations or when the paid features directly solve a documented production bottleneck. Spending \$200/month on tools before generating \$200/month in revenue is the wrong sequence.

Tool Name	Category	Price Tier	Best For	Note
◆ RESEARCH TOOLS				
YouTube Search	Research	Free	Keyword discovery via autocomplete ; competitor analysis	Your most powerful free research tool — use daily
TubeBuddy	Research / SEO	Free / \$9-\$49/mo	Keyword Explorer; tag research; SEO scoring	Free tier sufficient for Phase 1-2; upgrade for

Tool Name	Category	Price Tier	Best For	Note
				advanced filters
VidIQ	Research / Analytics	Free / \$7-\$39/mo	Competitor analytics; daily video ideas; keyword scoring	Run alongside TubeBuddy for broader keyword coverage
Google Trends	Research	Free	Trend direction analysis; rising topics; YouTube search filter	Filter by "YouTube Search" — not default "Web Search"
AnswerThePublic	Research	Free (3/day) / \$9/mo	Question-based keyword discovery; content angle generation	Use free tier for weekly research sessions
Keywords Everywhere	Research / SEO	\$10/100K credits	Inline search volume data on Google and YouTube	Browser extension; extremely affordable for volume data
◆ SCRIPTWRITING & AI WRITING TOOLS				
ChatGPT (GPT-4o)	AI Writing	Free / \$20/mo Plus	Script drafting; hook generation; title brainstorming	Best all-purpose AI writing companion for faceless creators
Claude (Anthropic)	AI Writing	Free / \$20/mo Pro	Long-form script drafting; nuanced voice; fact-aware outputs	Often produces more natural prose than GPT for voiceover scripts
Jasper AI	AI Writing	\$39-\$59/mo	Content workflows; brand voice configuration;	Best for creators with a team using shared AI

Tool Name	Category	Price Tier	Best For	Note
			team use	workflows
Copy.ai	AI Writing	Free / \$36/mo	Title formulas; description writing; thumbnail text generation	Good supplementary tool; not a primary script drafter
Notion AI	Writing / Organization	\$8/mo (addon)	Script drafting within your Notion workspace; idea organization	Excellent if you use Notion as your primary content management system
◆ VOICEOVER & AUDIO TOOLS				
ElevenLabs	AI Voiceover	Free / \$5-\$99/mo	Best-in-class AI voice; natural prosody; multilingual	Best AI voiceover tool available as of 2025-2026
Murf.ai	AI Voiceover	Free / \$19-\$39/mo	Studio-grade AI voice; built-in sync interface; team plans	Best for creators who want a browser-based production studio
Play.ht	AI Voiceover	Free / \$31-\$99/mo	900+ voices; 142 languages; podcast hosting	Best for multilingual channel operators
Descript	Voiceover + Editing	Free / \$12-\$24/mo	Text-based audio editing; AI overdub; transcript export	All-in-one tool ideal for beginners who want simplicity
Audacity	Audio Editing	Free	Noise reduction; EQ; compression; audio post-	Free and powerful — sufficient for professional audio post-

Tool Name	Category	Price Tier	Best For	Note
			processing	production
Adobe Audition	Audio Editing (Pro)	Included in Creative Cloud	Advanced audio restoration; spectral repair; batch processing	Use if you're already on Adobe Creative Cloud
◆ VIDEO EDITING SOFTWARE				
CapCut Desktop	Video Editing	Free / \$7.99/mo Pro	Beginner-friendly full editing suite; AI auto-captions; templates	Best starting point for new faceless creators
DaVinci Resolve	Video Editing	Free (Studio: \$295 one-time)	Professional editing + color grading + audio (Fairlight)	Best long-term free option — rivals Premiere Pro in every category
Adobe Premiere Pro	Video Editing	~\$55/mo (CC)	Industry-standard editing; deep ecosystem integration	Best for teams; integrates seamlessly with After Effects and Audition
Final Cut Pro	Video Editing	\$299 one-time (Mac)	Fastest render speeds on Mac; optimized Apple Silicon workflow	Mac-only; best value for heavy-volume Mac-based creators
◆ THUMBNAIL DESIGN TOOLS				
Canva	Thumbnail Design	Free / \$12.99/mo Pro	Drag-and-drop design; template library; brand kit	Best starting thumbnail tool; Pro plan adds background remover

Tool Name	Category	Price Tier	Best For	Note
Adobe Express	Thumbnail Design	Free / \$9.99/mo	Quick design; YouTube-specific templates; brand customization	Strong Canva alternative with Adobe's template quality
Adobe Photoshop	Thumbnail Design (Pro)	~\$22/mo	Maximum creative control; compositing; advanced typography	Best for creators with design experience wanting full control
Remove.bg	Image Tool	Free (limited) / \$9/mo	Instant background removal for thumbnail subject images	Integrates directly with Canva; saves significant time

◆ SEO & ANALYTICS TOOLS

YouTube Studio	Analytics	Free	CTR, AVD, Impressions, Revenue, Audience data	Your primary analytics dashboard — review weekly
TubeBuddy	SEO / Analytics	See above	SEO audit; A/B thumbnail testing; best practices checklist	Best dedicated YouTube SEO tool available
Social Blade	Competitor Analytics	Free / \$3.99/mo	Competitor subscriber and view growth tracking	Use to benchmark your growth against comparable channels

◆ PROJECT MANAGEMENT TOOLS

Notion	Project Management	Free / \$8/mo Plus	Content calendar; SOP library; script database; team workspace	Best all-in-one workspace for managing a faceless channel operation
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Tool Name	Category	Price Tier	Best For	Note
Trello	Project Management	Free / \$5/mo	Visual Kanban board for video production pipeline tracking	Simple and visual; ideal for creators who prefer boards over databases
Airtable	Project Management	Free / \$10/mo	Content calendar + asset database + team collaboration	Best for teams managing multiple channels simultaneously
Google Drive	File Storage / Collaboration	Free (15GB) / \$2.99/mo	Script storage; B-roll library; team file sharing	Free 15GB is sufficient for scripts and documents; upgrade for media storage
◆ OUTSOURCING PLATFORMS				
Fiverr	Freelance Marketplace	Free to use (service fees apply)	Editors, designers, voiceover artists, scriptwriters	Best for task-based, project-by-project outsourcing
Upwork	Freelance Marketplace	Free to use (service fees apply)	Ongoing relationships; researchers; channel managers	Better for hourly or retainer-based ongoing team members
Contra	Freelance Marketplace	Free (0% fees)	Content specialists; creative roles	No platform fee — better pay rate for freelancers means better talent pool
◆ MONETIZATION & AFFILIATE TOOLS				
Amazon Associates	Affiliate	Free	General product recommendations;	Low commission rates (1-4%) but massive

Tool Name	Category	Price Tier	Best For	Note
			equipment links	product selection
ShareASale	Affiliate Network	Free	Access to thousands of merchant affiliate programs	Best network for finding niche-specific, high-commission programs
Impact Radius	Affiliate Network	Free	Premium brand partnerships; automated tracking; analytics	Where major brands run their affiliate programs — applied to individually
Gumroad	Digital Products	Free (10% fee) / \$10/mo	Sell ebooks, templates, courses directly from a link	Easiest platform to launch your first digital product; no setup complexity
Stan Store	Digital Products / Link-in-Bio	\$29/mo	Creator-focused storefront; integrates with social links	Purpose-built for content creators selling digital products
ConvertKit / Kit	Email Marketing	Free (1K subs) / \$25/mo	Email list building; lead magnet delivery; broadcast emails	Industry standard for creators building an email audience

► Chapter 9 Action Steps

1. Identify your current Phase (1-4). Highlight in the tools table which Free-tier tools you will activate immediately.
2. Set up your full Phase 1 tech stack this week: YouTube Studio, TubeBuddy

(free), VidIQ (free), CapCut Desktop, ElevenLabs (free), Canva (free), Google Trends, Notion (free).

3. Create accounts on ShareASale and Amazon Associates. Browse the relevant affiliate programs for your niche and bookmark the top 5 products you'll feature in your first videos.

4. Create a Gumroad or Stan Store account and draft your first digital product concept — even if you don't publish it yet. Planning ahead prevents delays when you're ready to launch.

5. Set up a ConvertKit free account and create a simple landing page for a free lead magnet (e.g., "Download my 90-Day Faceless Channel Planner"). Begin growing your email list from Day 1.

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Chapter 10: Templates & Checklists Master Reference

◆ Chapter 10

Templates & Checklists Master Reference

This chapter is your operational command center. Every template and checklist in this guide has been compiled here in print-ready format. Use these

as your daily operating documents. A system is only as good as its consistent execution — and these checklists are how you execute consistently.

1. Channel Launch Checklist

Complete Channel Launch Checklist (25 Items)

- ☐ Niche selected and scored using the Niche Scoring Worksheet
- ☐ Niche Scoring Worksheet completed — minimum score of 35/50
- ☐ Channel Positioning Statement written (one sentence)
- ☐ Target Audience Avatar defined in writing (5+ specific attributes)
- ☐ Channel name chosen — memorable, niche-relevant, not tied to a single sub-topic
- ☐ Google account created and YouTube channel registered
- ☐ Brand color palette selected (2–3 colors with hex codes saved)
- ☐ Channel icon / logo designed and uploaded (800 x 800 pixels)
- ☐ Channel banner designed and uploaded (2560 x 1440 pixels)
- ☐ Channel About section written (includes keywords and positioning statement)
- ☐ Channel handle (@username) set
- ☐ Channel trailer scripted, produced, and uploaded
- ☐ 2 revenue models selected (e.g., AdSense + affiliate)

- ☐ Affiliate accounts applied for (Amazon Associates, ShareASale, or niche-specific)
- ☐ TubeBuddy and VidIQ browser extensions installed and activated
- ☐ Content Vault populated with minimum 30 validated video ideas
- ☐ 90-Day Content Calendar built with at least 12 slots scheduled
- ☐ Editing software installed and project template created
- ☐ AI voiceover account set up (ElevenLabs or Murf) OR recording environment set up
- ☐ Canva account created with brand colors and fonts saved in Brand Kit
- ☐ Notion (or equivalent) workspace set up for content management
- ☐ Email marketing account created (ConvertKit / Kit)
- ☐ First lead magnet concept defined
- ☐ Upload schedule decided and committed to (minimum 2x/week for first 90 days)
- ☐ First video script drafted, reviewed, and approved for production

2. Weekly Production Workflow Checklist

Weekly Production Workflow (Per Video)

- ☐ **MONDAY — RESEARCH & SCRIPT:** Video topic selected from Content Vault

- ☐ Keyword research confirmed (TubeBuddy + YouTube autocomplete)
- ☐ Script drafted (AI-assisted or written from scratch)
- ☐ Script reviewed, edited, and humanized
- ☐ All facts and statistics verified independently
- ☐ Script read aloud — timing confirmed at target length
- ☐ Script Review Checklist completed
- ☐ **TUESDAY — VOICEOVER:** Recording environment prepared
- ☐ Voiceover recorded or AI voice generated (all sections)
- ☐ Audio post-processed: noise reduction, EQ, compression, normalized to -14 LUFS
- ☐ Voiceover files organized and saved in project folder
- ☐ **WEDNESDAY — VIDEO EDITING:** B-roll footage sourced for all sections
- ☐ Editing project created; voiceover placed on timeline
- ☐ B-roll synced to voiceover narrative
- ☐ Text overlays, lower thirds, and section titles added
- ☐ Background music added and mixed under voiceover
- ☐ Color grade preset applied
- ☐ Captions added and reviewed
- ☐ Full video reviewed on playback — quality approved
- ☐ Video exported at correct settings
- ☐ **THURSDAY — THUMBNAIL & UPLOAD PREP:** Thumbnail designed (using template)
- ☐ Thumbnail tested at mobile size (168 x 94 pixels)

- ☐ Title finalized (from formula list)
- ☐ SEO description written
- ☐ Chapter markers / timestamps written
- ☐ Tags prepared (8-12 tags)
- ☐ Pre-Upload Checklist completed
- ☐ **FRIDAY — UPLOAD & MONITOR:** Video uploaded and all metadata entered
- ☐ Scheduled for optimal posting time
- ☐ Community Tab post drafted
- ☐ 48-hour analytics check reminder set
- ☐ Weekly Analytics Review completed (CTR, AVD, Impressions, Revenue)

3. Video Research Template

Video Research Template (Per Video)

- **Video Topic:** _____
- **Primary Keyword (Exact Match):** _____
- **Search Volume (TubeBuddy Score):** _____
- **Competition Level (TubeBuddy Score):**

- **Top 3 Competing Videos (Title | Channel | Views):**

- 1. _____
- 2. _____
- 3. _____
- **My Differentiation Angle:** _____
- **Secondary Keywords (3-5):** _____
- **LSI Keywords (3-5):** _____
- **Research Sources Used:** ☐ YouTube ☐ Reddit ☐ Google Trends ☐ AnswerThePublic ☐ Quora
- **Key Statistics to Include:**
 - Stat 1: _____ (Source: _____)
 - Stat 2: _____ (Source: _____)
 - Stat 3: _____ (Source: _____)
- **Affiliate Opportunity in this Video:** _____
- **Validation Confirmed:** ☐ Yes — Video proceeds to scripting

4. Script Template (Full Fill-in-the-Blank)

Full Script Template

- **Video Title (Working):** _____
- **Target Keyword:** _____

• **Target Length:** ___ minutes | **Target Word Count:** ___ words

• **■ HOOK [0:00-0:30] — ~75 words**

• Hook Framework Selected: _____

• Opening Line: _____

• Pattern Interrupt / Bold Claim: _____

• Open Loop Setup: "By the end of this video, you'll know _____"

• **■ CONTEXT / INTRO [0:30-1:30] — ~150 words**

• Who this is for: _____

• What they will learn (3 things): _____

• Why it matters to them specifically: _____

• Credibility signal or hook reinforcement: _____

• **■ SECTION 1 [1:30-~4:00] — Title:** _____

• Core Point: _____

• Supporting Example or Statistic: _____

• Actionable Insight: _____

• Pattern Interrupt Planned: _____

• **■ SECTION 2 [~4:00-~7:00] — Title:** _____

• Core Point: _____

• Supporting Example or Statistic: _____

• Actionable Insight: _____

• Pattern Interrupt Planned: _____

• **■ SECTION 3 [~7:00-~9:00] — Title:** _____

• Core Point: _____

• Supporting Example or Statistic: _____

• Actionable Insight: _____

• Pattern Interrupt Planned: _____

• ■ **PROOF / RECAP [~9:00-9:30] — ~100 words**

• Key Takeaway 1: _____

• Key Takeaway 2: _____

• Key Takeaway 3: _____

• ■ **CTA [9:30-10:00] — ~75 words**

• Primary CTA: _____

• Subscribe mention: ☐ Included

• Next video mention: _____

• Affiliate / Link mention: _____

5. Voiceover Pre-Record Checklist

📌 Voiceover Pre-Record Checklist

- ☐ Script is finalized — no changes to be made after this point
- ☐ All ambient noise sources turned off (HVAC, fans, phone on silent)
- ☐ Recording software open and test recording made and approved
- ☐ Microphone levels tested — peaks hitting -6dB to -3dB

- ☐ Room tone sample recorded (2 seconds silence for noise profile)
- ☐ Script displayed on second monitor or printed (no paper rustling)
- ☐ Headphones connected for real-time monitoring
- ☐ Water on hand at room temperature
- ☐ File naming convention set up in project folder
- ☐ First 30 seconds recorded as a quality test — played back and approved
- ☐ Recording completed section by section (not full script in one take)
- ☐ Each section played back immediately after recording for quality check
- ☐ All audio post-processing complete: noise reduction, EQ, compression
- ☐ Final audio normalized to -14 LUFS before export
- ☐ Audio exported as WAV or high-quality MP3 (320kbps) and saved in project folder

6. Editing Workflow Checklist

Editing Workflow Checklist

- ☐ New editing project created at correct resolution (1920x1080) and frame rate (30fps)
- ☐ All project assets imported and organized in labeled bins
- ☐ Voiceover placed as primary audio track
- ☐ B-roll sourced for all sections and downloaded from licensed sources

- ☐ B-roll synced to voiceover — visual matches narrative throughout
- ☐ No static clip plays for more than 3 seconds (zoom/pan effects applied where needed)
- ☐ Text overlays added at key moments (correct font, size, contrast)
- ☐ Background music sourced (royalty-free), added, and mixed at -18 to -22dB under VO
- ☐ Color grade preset applied consistently throughout
- ☐ Captions added and reviewed for accuracy
- ☐ Branded intro sequence included (3-5 seconds)
- ☐ End screen placeholder graphics placed in final 20 seconds
- ☐ Full video reviewed on 1x playback — all elements approved
- ☐ Audio levels checked — no clipping, voiceover dominant, music balanced
- ☐ Video exported at correct settings (1080p, H.264, 10-15 Mbps, -14 LUFS audio)
- ☐ Output file reviewed in media player before proceeding to upload
- ☐ Project file saved as template for future videos

7. Pre-Upload Checklist

Pre-Upload Checklist (25 Items)

- ☐ Video file exported correctly and reviewed in media player

- ☐ Custom thumbnail designed at 1280x720px, under 2MB
- ☐ Title written using proven formula — includes keyword — under 70 characters
- ☐ SEO description written (300–500 words) — keyword in first line
- ☐ Chapter markers / timestamps written and formatted
- ☐ Affiliate links tested and confirmed working
- ☐ FTC affiliate disclosure included in description
- ☐ 8–12 tags prepared (primary keyword tag listed first)
- ☐ Correct content category selected
- ☐ Language setting confirmed
- ☐ "Made for Kids" correctly set to No
- ☐ Caption file uploaded or auto-captions confirmed
- ☐ End screen layout configured (subscribe button + best video element)
- ☐ 1–2 info cards added at correct timestamps
- ☐ Playlist assigned (video belongs to at least one playlist)
- ☐ Thumbnail uploaded and previewed in YouTube Studio
- ☐ Video previewed in YouTube Studio before scheduling
- ☐ Publish time scheduled for optimal posting window
- ☐ Community Tab post drafted for upload time
- ☐ Auto-captions review reminder set (within 2 hours of publish)
- ☐ 48-hour analytics check reminder added to calendar
- ☐ Video URL saved in content calendar as Published
- ☐ Video added to all relevant playlists after publish

- ☐ First 10 comments monitored and responded to within 24 hours
- ☐ Thumbnail A/B test set up if CTR falls below 3% at 72 hours

8. Thumbnail Design Checklist

Thumbnail Design Checklist

- ☐ Canvas set to 1280 x 720 pixels
- ☐ File exported as JPG under 2MB
- ☐ Bold text present — maximum 5 words — minimum 60pt font size
- ☐ Channel brand colors used prominently
- ☐ High-contrast background image relevant to topic
- ☐ Emotional trigger element present (color, imagery, or power word)
- ☐ Thumbnail tested at 168 x 94 pixels — still fully readable at mobile size
- ☐ No copyright-protected images used — all assets from licensed sources
- ☐ Text not too close to edges (maintain 60px safe zone from all edges)
- ☐ Thumbnail visually differentiates from top 5 competitor videos on the same keyword
- ☐ Thumbnail and title work as a single cohesive message — they complement, not duplicate, each other
- ☐ Two alternative thumbnail variations created for future A/B testing

9. 90-Day Content Calendar Template

Week	Video Title (Working)	Target Keyword	Content Pillar	Research Source	Production Status	Upload Date
1	_____	_____	Evergreen Core	YouTube / TubeBuddy	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
2	_____	_____	Evergreen Core	Reddit / Quora	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
3	_____	_____	Series Content	YouTube / VidIQ	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
4	_____	_____	Trending	Google Trends	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
5	_____	_____	Evergreen Core	AnswerThePublic	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
6	_____	_____	Evergreen Core	YouTube / TubeBuddy	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
7	_____	_____	Series Content	Reddit	☐ Idea ☐ Script ☐ VO ☐ Edit ☐	___/___/26

Week	Video Title (Working)	Target Keyword	Content Pillar	Research Source	Production Status	Upload Date
					Live	
8	_____	_____	Evergreen Core	YouTube / VidIQ	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
9	_____	_____	Trending	Google Trends	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
10	_____	_____	Evergreen Core	AnswerThePublic	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
11	_____	_____	Series Content	YouTube	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
12	_____	_____	Evergreen Core	Reddit / Quora	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26
13	_____	_____	Trending	Google Trends	☐ Idea ☐ Script ☐ VO ☐ Edit ☐ Live	___/___/26

10. Monthly Analytics Review Template

Monthly Analytics Review Template

- **Review Month:** _____ | **Date Completed:** _____

• **CHANNEL-LEVEL METRICS (This Month vs. Last Month):**

- Total Views: _____ | Change: _____ (▲ / ▼)
- Total Watch Time (hours): _____ | Change: _____ (▲ / ▼)
- New Subscribers: _____ | Change: _____ (▲ / ▼)
- Total Revenue (if monetized): _____ | Change: _____ (▲ / ▼)
- Average CTR (all videos): _____ % | Target: 4-7%
- Average View Duration: _____ % | Target: 40-55%

• **TOP 3 VIDEOS THIS MONTH (By Views):**

- 1. Title: _____ | Views: _____ | CTR: _____ | AVD: _____
- 2. Title: _____ | Views: _____ | CTR: _____ | AVD: _____
- 3. Title: _____ | Views: _____ | CTR: _____ | AVD: _____

• **BOTTOM 3 VIDEOS THIS MONTH (By CTR or AVD):**

- 1. Title: _____ | CTR: _____ | AVD: _____ | Issue: _____
- 2. Title: _____ | CTR: _____ | AVD: _____ | Issue: _____
- 3. Title: _____ | CTR: _____ | AVD: _____ | Issue: _____

• **INSIGHTS & ACTIONS:**

- What's working that I should do more of: _____
- What's not working that I should change: _____
- One specific improvement to make next month:

- **MONETIZATION REVIEW:**

- AdSense RPM: \$_____ | Affiliate Revenue: \$_____ | Other: \$_____

- Total Monthly Revenue: \$_____ | Monthly Revenue Goal: \$_____

- Gap to Goal: \$_____ | Action to Close Gap:

- ☐ Analytics review complete — insights documented and actioned for next month

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◆ Book AI Studio

Closing: Your Next Steps

◆ Closing

Your Next Steps: The Creator Who Acts Wins

"Knowledge without execution is just entertainment. You've invested in this system. Now invest in the one thing no guide can give you: the decision to begin."

A Final Word Before You Begin

You now have in your hands everything you need to build a profitable faceless YouTube channel from the ground up. A complete niche selection framework. A research system that generates unlimited content ideas. A proven script formula. A voiceover production workflow. A video editing system. A thumbnail and title strategy. A full upload and optimization protocol. A scaling roadmap. And a comprehensive tools reference and master checklist library.

What this guide cannot give you — and what no guide can — is the decision to start. And the commitment to continue when the early results feel slow.

Here is what the data tells us about creators who publish consistently for 12 months using a proven system: **the majority of them build meaningful, growing channels.** The ones who fail almost universally share one trait — they stopped. They stopped after 5 videos. After 10. After a video that underperformed. They let one data point define the trajectory of an entire business.

You are not going to do that. Because you now understand that the first 30 videos are not about results — they are about calibration. The algorithm needs data. Your skills need reps. Your workflow needs refinement. This is not failure — this is the investment required for everything that comes after it.

"The faceless creator who publishes consistently for one year, studies their analytics, and improves with every video will almost certainly build something significant. That person will not be remarkable in their first month. They will be remarkable in their second year."

Your 30-Day Launch Plan

To make your momentum concrete, here is a week-by-week action plan for your first 30 days. Execute this plan and you will have your first videos published, your workflow established, and your growth trajectory initiated.

Week	Focus Area	Key Actions	Deliverables by End of Week
Week 1 Days 1-7	Foundation Setup	Complete Channel Launch Checklist. Set up all free tools. Conduct Content Vault session. Build 90-Day Calendar.	Channel live with About section, banner, icon, and trailer. 90-Day Calendar populated with 12+ video slots.
Week 2 Days 8-14	First Video Production	Research and script Video 1. Produce voiceover. Edit full video. Design thumbnail. Prepare all upload metadata.	Video 1 fully produced, edited, and ready to upload. Upload checklist completed.
Week 3 Days 15-21	First Publish + Video 2	Publish Video 1. Monitor analytics daily. Begin Video 2 production using same workflow. Set up affiliate accounts.	Video 1 published and live. Video 2 script complete. Affiliate links set up in relevant video descriptions.
Week 4 Days 22-30	Momentum Building	Publish Video 2. Complete first Monthly Analytics Review. Research and script Videos 3 and 4. Refine workflow based on week 1-3 learnings.	Video 2 published. 2-week analytics review completed. Production pipeline for next 2 videos ready.

► The 90-Day Commitment

After your 30-Day Launch Plan, commit to 60 more days of consistent, analytics-informed publishing. That 90-day total is the minimum investment required to

meaningfully evaluate your channel's direction and refine your content strategy. Give the system time to work before making major changes.

Connect With Book AI Studio

The **Faceless YouTube Pro Kit** is the first resource in the Book AI Studio Creator Series — a growing library of premium, actionable guides for aspiring creators and digital entrepreneurs. As the platform evolves and new tools, strategies, and opportunities emerge, Book AI Studio will continue producing resources built to the same standard as this guide: complete, honest, practical, and priced to deliver real value.

If you found value in this guide, share it with one other person who is building something online. The creator community rises when its members help each other find the tools that actually work.

A Final Reminder

⚠ No Income Guarantee

As stated at the beginning of this guide: nothing in this publication guarantees income, revenue, subscribers, or financial results of any kind. The strategies here are based on documented best practices for YouTube channel growth, but individual results will vary based on effort, consistency, niche conditions, algorithm changes, and dozens of other variables outside your control or ours. A solid system gives you a real shot — but only your consistent execution over time determines the outcome. Begin. Publish. Improve. Repeat.

► Your First Action — Right Now

1. Open a fresh browser tab.
2. Go to YouTube Studio.
3. Set up your channel if you haven't already.
4. Open your content calendar (Notion or Google Sheets).
5. Write down the first video topic you're going to produce.
6. Set a timer for your first scripting session — 90 minutes, starting today.

**The channel you're imagining is possible. The system is in your hands.
The only remaining variable is you.**

No Camera. No Fame. No Limits.

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Faceless YouTube Pro Kit — Premium Creator Series

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◆ **Book AI Studio** ◆

Your Extra Tools to Make Videos Faster

5-Minute First Video Formula

12 Ready-to-Use Scripts • 25 Format Blueprints

Simple Checklists + Real Examples

■ **No Camera. No Fame. No Limits.** ■

Written & Produced by Book AI Studio

2025–2026 Edition | Customer Version

Welcome – How to Use This Extra Kit

This extra kit gives you simple tools so you can make your first faceless YouTube video very fast. You do not need to be a writer or a designer. Just follow the steps and copy the examples.

Inside you will find:

- A clear 5-minute plan to make your first video
- Exact words you can copy for the Hook, Context, Content, Proof and CTA
- 12 full scripts you can change for your own niche
- 25 video format ideas with ready hooks
- Easy checklists so you never get stuck

Important: Everything here uses the same 5-Part Formula from the main kit:

HOOK → CONTEXT → CONTENT → PROOF → CTA

You will see many real examples so you never have to guess.

Part 1: Make Your First Video in 5 Minutes

Follow these 5 steps in order. Do not skip any step. Each step has a real example so you know exactly what to write.

Step 1 – Choose One Specific Topic (30 seconds)

Pick one clear topic from your niche. Write it as a short question or a clear promise.

Examples of good topics:

- *Personal Finance niche* → “Why most people stay broke after 40”
- *AI Tools niche* → “The 4 AI tools that save me 10 hours every week”
- *Health / Habits niche* → “The 2-minute habit that actually sticks”
- *History niche* → “The quiet decision that caused the 1929 crash”
- *Self-Improvement niche* → “The daily decision that separates people who change from people who only talk”

Step 2 – Write Your Hook (30–40 seconds)

The Hook is the first 20–30 seconds. Its only job is to make the viewer stay. Copy one of these proven styles and change the words to fit your topic.

Real Hook examples you can copy and change:

1. *Bold claim* → “Everything you’ve been told about building wealth is designed to keep you broke.”
2. *Number promise* → “In the next 6 minutes you will learn the exact 4-step system that...”
3. *Shocking number* → “In 2025 over 64% of Americans couldn’t cover a \$1,000 emergency. Here’s why.”
4. *Empathy* → “If you’ve ever started a new habit and watched it die after two weeks, this video is for you.”
5. *Warning* → “Before you invest another dollar, there is something important you need to understand.”
6. *Open loop* → “By the end of this video you will know the single decision that separates people who retire wealthy from those who don’t.”

Step 3 – Fill the Rest of the Formula (2–3 minutes)

Copy this exact structure. Fill in the blanks with short, simple sentences. Speak like you are talking to a friend.

HOOK (first 20–30 seconds)

[Write your opening line using one of the examples above]

By the end of this video you will know [specific promise]. Stay until the end — the last part is the most important.

CONTEXT (next 30–50 seconds)

This video is for anyone who [describe the person]. In the next few minutes I will show you [what they will learn]. This matters because [one clear benefit for them]. Let’s get into it.

Example: “This video is for anyone who has followed the normal money advice and still feels stuck. In the next few minutes I will show you the three decisions that actually move the needle. This matters because the gap between people who build wealth and people who stay average is getting wider.”

CONTENT – 3 short sections

Section 1 title: _____

One key point + one simple example.

Section 2 title: _____

One key point + one simple example.

Section 3 title: _____

One key point + one simple example.

PROOF / RECAP (near the end)

Here’s the quick recap: [Point 1]. [Point 2]. [Point 3]. If you only remember one thing from this video, remember this: [strongest takeaway].

CTA (last 20–30 seconds)

If this was useful, hit subscribe so you don’t miss the next video. The full system is linked in the description. I’ll see you in the next one.

Step 4 – Turn the Script into Voiceover (30–60 seconds)

Copy your finished script. Go to ElevenLabs (or Murf.ai). Paste the text. Choose a clear voice. Generate the audio and download it.

Step 5 – Make the Thumbnail with ChatGPT (1–2 minutes)

You do not need to be a designer. Copy the prompt below, change the words for your niche, and paste it into ChatGPT. ChatGPT will give you a clear description you can then create in Canva (or ask an AI image tool to make it).

Copy this prompt and change the parts in [brackets]:

Create a YouTube thumbnail concept for a faceless video in the [NICHE] niche.

Video topic: [YOUR TOPIC]

Style: Bold, high-contrast, clean, modern. No real human face.

Main text on thumbnail (maximum 4–6 words, big and easy to read): "[SHORT POWERFUL TEXT]"

Background idea: [simple idea – example: dark blue background with gold coins, or clean desk with laptop, or rising chart]

Mood: [curious / urgent / calm authority]

Give me: 1) the exact text to put on the thumbnail, 2) color suggestions, 3) a short visual description I can use in Canva or an AI image tool.

Real examples of the prompt filled in:

- Niche = Personal Finance, Topic = "Why most people stay broke after 40", Text = "STILL BROKE AT 40?"
- Niche = AI Tools, Topic = "4 AI tools that save 10 hours", Text = "SAVE 10 HOURS/WEEK"
- Niche = Habits, Topic = "The 2-minute habit that sticks", Text = "2-MINUTE HABIT"

Remember: Your first video does not need to be perfect. It only needs to exist. Publish it. Then make the next one a little better. Consistency is more important than perfection.

Part 2: How to Write Each Part (With Examples)

HOOK – First 20–30 seconds

The Hook must answer this silent question in the viewer's mind: "Why should I keep watching?" Never start with "Hey guys" or a slow introduction.

Good Hook examples:

- "Everything you've been told about building wealth is designed to keep you broke."
- "In the next 5 minutes you will learn the single decision that separates people who retire wealthy from those who don't."
- "If you've ever felt like no matter how hard you work you can't get ahead — this video was made for you."

CONTEXT – Next 30–50 seconds

Tell the viewer who this is for, what they will learn, and why it matters to them. This builds trust.

Simple template you can copy:

"This is for anyone who [situation]. In the next few minutes I will show you [clear outcome]. This matters because [personal benefit]."

Example: "This is for anyone who has tried to save money and still feels stuck. In the next few minutes I will show you the three money decisions that actually work. This matters because small changes here create big results over time."

CONTENT – The main body

For a 5-minute video use only 3 short sections. Each section needs a clear title, one main point, and one simple example or fact.

Example structure:

Section 1: Stop focusing on the wrong number

Section 2: The three funds that beat most active managers

Section 3: The one percentage that changes everything

PROOF / RECAP – Near the end

Repeat the 3 key points in very simple words. End with one strong sentence the viewer should remember.

Example: "Quick recap: Fix the big money leaks first. Use low-cost index funds. Raise your savings rate on purpose. If you only remember one thing, remember this: small consistent increases beat almost every other strategy."

CTA – Last 20–30 seconds

Ask for only one action. The simplest and strongest CTA is: subscribe + soft mention of the next video or the resource in the description.

Example: "If this helped you, hit subscribe so you don't miss the next video. The full system is linked in the description. See you in the next one."

Part 3: Simple Production Checklist

Use this checklist every time you make a video. Check each box as you finish the step.

Before you start

- I chose one clear topic from my niche (example: "Why most people stay broke after 40")
- I wrote the Hook using one of the example styles
- I filled Context, 3 Content sections, Proof, and CTA using the skeleton

Voiceover

- I copied the full script into ElevenLabs or Murf
- I chose a clear, natural voice
- I downloaded the audio file

Thumbnail

- I used the ChatGPT prompt (from Step 5) to get a thumbnail idea
- I created the thumbnail in Canva (or an AI image tool)
- The main text is big, short (4–6 words), and easy to read on a phone

Editing & Upload

- I opened CapCut (or DaVinci Resolve) and dropped the voiceover
- I added 4–6 simple stock clips or text slides that match the sections
- I exported the video in 1080p
- I uploaded to YouTube with a clear title, description, and tags

Tip: The first time you do this it may take a little longer than 5 minutes. That is normal. By the third or fourth video you will be much faster.

Part 4: 12 Ready-to-Use Scripts

These are complete short scripts. Change the words in [brackets] or the examples to fit your niche. Keep the structure the same.

Script 1 – Personal Finance

HOOK

Everything you've been told about building wealth is designed to keep you broke. The advice that sounds responsible is often the reason most people never get ahead.

CONTEXT

This is for anyone who has followed the standard advice — save 10%, buy a house, put money in a 401k — and still feels stuck. In the next few minutes I will show you the three money decisions that actually move the needle. This matters because the gap between people who build real wealth and those who stay average is getting wider every year.

CONTENT

Section 1: Stop optimizing the wrong number. Most people obsess over cutting small daily costs while ignoring the bigger monthly decisions that actually matter.

Section 2: The index fund reality. Three low-cost funds have beaten the majority of active managers for decades — here is exactly which ones and why.

Section 3: The one percentage that changes everything. Increasing your savings rate by even 5–7 points compounds into life-changing money over 20 years.

PROOF

Quick recap: Fix the big leaks first. Use broad, low-cost index funds. Raise the savings rate on purpose. If you only remember one thing, remember this: small consistent increases in the rate you keep beat almost every other strategy.

CTA

If this helped, hit subscribe so you catch the next one. The full system is linked in the description. See you in the next video.

Script 2 – AI Tools & Productivity

HOOK

In the next 6 minutes you will learn the exact 4-step AI workflow that lets one person produce the work of a small team — without working longer hours.

CONTEXT

This is for freelancers, solopreneurs, and knowledge workers who feel buried in repetitive tasks. I will walk you through the precise sequence I use every week. This matters because the people who learn this now will have an unfair advantage for the next few years.

CONTENT

Section 1: Capture once, reuse forever. How to turn every meeting and idea into reusable assets with one simple capture habit.

Section 2: The AI drafting layer. The exact prompt structure that turns rough notes into clean first drafts in under 90 seconds.

Section 3: Human polish + distribution. Why the final 20% of human editing is what makes the output actually valuable — and how to keep it fast.

PROOF

Recap: Capture everything once. Feed it through a tight AI prompt. Add the human layer. Distribute. The people who treat AI as a co-pilot instead of a magic button win.

CTA

Subscribe if you want more practical systems like this. Link to the full toolkit is in the description.

Script 3 – Health & Habits

HOOK

If you've ever started a new habit with perfect motivation and watched it fall apart two weeks later, this video was made for you.

CONTEXT

Most advice about habits is written for people who already have high discipline. This is for everyone else. In the next few minutes I will show you the three adjustments that make habits stick even when motivation disappears. This matters because willpower is a terrible long-term strategy.

CONTENT

Section 1: Make the habit smaller than you think. The 2-minute version is not a compromise — it is the actual path to consistency.

Section 2: Attach it to something you already do. Habit stacking removes the need to remember.

Section 3: Track only one number. One simple scoreboard is more powerful than any complicated system.

PROOF

Three takeaways: Shrink the habit. Attach it to an existing routine. Track one clear number. The people who win long-term treat consistency as the only metric that matters.

CTA

Hit subscribe if this resonated. More practical systems coming. Link in the description if you want the full checklist.

Script 4 – History Style

HOOK

In 1929 a quiet decision made in a New York boardroom set off a chain of events that destroyed millions of lives. Most people still don't understand the real sequence.

CONTEXT

This is for anyone who wants the clear, unspun version of what actually happened. I will walk through the three critical turning points in plain language. Understanding this matters because the same patterns keep repeating.

CONTENT

Section 1: The quiet warning signs almost everyone ignored.

Section 2: The single policy decision that turned a correction into a catastrophe.

Section 3: The human cost that never shows up in the charts.

PROOF

Three things to remember: Warning signs were visible. One policy amplified the damage. Ordinary people paid the highest price. History doesn't repeat exactly — but it rhymes.

CTA

Subscribe for more clear-eyed history. Full sources and further reading are linked below.

Script 5 – Business / SaaS Tools

HOOK

Before you sign up for another software tool this month, there is something critical you need to understand about how most of them actually make money from you.

CONTEXT

This is for founders and operators who are tired of tool sprawl. In the next few minutes I will show you the three questions that separate useful tools from expensive distractions. This matters because the average company wastes thousands every year on software that never delivers.

CONTENT

Section 1: The retention trap most tools are designed around.

Section 2: How to calculate real ROI in under 10 minutes.

Section 3: The simple stack that covers 80% of needs for most small teams.

PROOF

Recap: Question the retention model. Calculate real ROI. Keep the stack small. The best operators treat every new tool as a liability until it proves otherwise.

CTA

Subscribe for more no-fluff business systems. Link to the recommended stack is in the description.

Script 6 – Self-Improvement

HOOK

By the end of this video you will know the single daily decision that separates people who actually change from people who only talk about changing — and it is not what most motivation content tells you.

CONTEXT

This is for anyone who has consumed hundreds of hours of self-improvement content and still feels stuck. I will give you the practical version. This matters because information without a daily decision is just entertainment.

CONTENT

Section 1: Why motivation is the wrong target.

Section 2: The identity-level decision that makes habits automatic.

Section 3: How to protect the decision when life gets chaotic.

PROOF

One core idea: Change the identity decision first. Everything else becomes easier. Motivation follows action far more reliably than the other way around.

CTA

If this landed, subscribe. More practical frameworks coming. Full notes linked below.

Script 7 – Technology / AI Explainer

HOOK

In 2025 more than 40% of knowledge workers reported using AI tools daily — yet fewer than 8% said they had a clear system for getting consistent results. That gap is the opportunity.

CONTEXT

This is for people who want practical AI results instead of hype. In the next few minutes I will show you the three-part system that turns random AI use into reliable output. This matters because the people who figure this out early will move much faster than everyone else.

CONTENT

Section 1: The input quality rule most people ignore.
Section 2: The iterative loop that produces better results every cycle.
Section 3: How to keep the human judgment layer in control.

PROOF

Three rules: Better inputs. Tight feedback loops. Human judgment stays in charge. The rest is noise.

CTA

Subscribe for more practical AI systems. Full prompt library linked in the description.

Script 8 – Simple How-To

HOOK

In the next 7 minutes you will learn the exact 5-step process to [desired outcome] — the same process that takes people from [starting point] to [result].

CONTEXT

This is for beginners who want the clear version without the fluff. I will walk through each step in order. This matters because most tutorials skip the parts that actually cause people to fail.

CONTENT

Section 1: The preparation step most people rush.
Section 2: The core execution sequence.
Section 3: The quality check that prevents expensive mistakes.

PROOF

Five steps. One clear sequence. The people who follow the order get results. The people who skip steps usually restart later.

CTA

Subscribe so you don't miss the next process video. Full checklist is linked below.

Script 9 – Myth-Busting

HOOK

Nobody talks about this, but it is the single biggest reason most people fail at [topic] — and once you see it, you can't unsee it.

CONTEXT

This is for people who have tried the popular advice and watched it fail. I will show you the hidden variable. This matters because the standard advice is incomplete, not wrong.

CONTENT

Section 1: The popular advice and why it sounds right.
Section 2: The missing variable that changes the outcome.
Section 3: The adjusted approach that actually works.

PROOF

The popular advice is incomplete. The missing variable is [X]. Once you account for it, the results change. That is the real story.

CTA

Subscribe for more myth-busting breakdowns. Sources and further reading linked below.

Script 10 – Case Study Style

HOOK

In 2023 a small team of three people generated over \$1.2 million in revenue with a product most people would have dismissed as too simple. Here's exactly what they did.

CONTEXT

This is for operators who want the real mechanics, not the highlight reel. I will break down the three decisions that mattered most. This matters because the same pattern shows up in almost every lean success story.

CONTENT

Section 1: The constraint that forced clarity.

Section 2: The distribution move most competitors ignored.

Section 3: The retention system that turned customers into advocates.

PROOF

Three decisions. One clear constraint. Smart distribution. Strong retention. Simple beats complex when the fundamentals are right.

CTA

Subscribe for more real case breakdowns. Full notes linked in the description.

Script 11 – Faceless Channel Growth

HOOK

Most faceless channels die in the first 90 days for the same three reasons. Once you see them, you can avoid them completely.

CONTEXT

This is for anyone building or planning a faceless channel. I will show you the exact three failure points and the simple fix for each. This matters because the difference between channels that survive and channels that quit is almost always process, not talent.

CONTENT

Section 1: Inconsistent publishing kills the algorithm signal.

Section 2: Weak hooks destroy retention before the content even starts.

Section 3: No feedback loop means you never improve.

PROOF

Publish on a schedule. Fix the first 30 seconds. Review the numbers every week. Those three habits separate the channels that grow from the ones that stall.

CTA

Subscribe if you're building. The full operating system is linked in the description.

Script 12 – Quick Tips / Listicle

HOOK

The rules for [topic] changed in 2025. If you're still using the old playbook, you're leaving results on the table.

CONTEXT

This is for people who want the updated version without wading through hours of content. I am giving you the three highest-leverage updates right now. This matters because the people who adapt early keep the advantage.

CONTENT

Section 1: The old approach and why it stopped working.

Section 2: The new high-leverage move.

Section 3: How to implement it this week.

PROOF

Old way is outdated. New move is clearer. Implementation is simple. The only remaining variable is whether you actually do it.

CTA

Subscribe for more current playbooks. Full checklist linked below.

Part 5: 25 Video Format Blueprints

Each format gives you the basic idea, ready hooks you can copy, the best length, good niches, and a short checklist. Pick one format, change the words for your niche, and you already have a video plan.

1. Contrarian Myth-Bust

Idea: Challenge a popular belief

Best length: 5–12 min | **Good niches:** Finance, Health, Business, Self-Improvement

Ready hooks you can copy:

- *"Everything you've been told about X is wrong."*
- *"The popular advice on X is incomplete."*
- *"Most people fail at X for a reason almost nobody discusses."*

Quick checklist:

- Write the myth in the first 10 seconds
- Give 3 counter points
- End with the better approach

2. Numbered List

Idea: Give 5–7 clear points

Best length: 8–15 min | **Good niches:** Almost every niche

Ready hooks you can copy:

- *"The 5 things successful people in X do differently."*
- *"7 mistakes that keep most people stuck."*
- *"The 3 highest-leverage moves right now."*

Quick checklist:

- Number each point on screen
- One example per point
- Recap the list at the end

3. Single Deep Dive

Idea: Explain one concept completely

Best length: 10–20 min | **Good niches:** Finance, Tech, Education, History

Ready hooks you can copy:

- *"The complete guide to X in under 12 minutes."*
- *"Everything you need to know about X."*
- *"X explained so clearly you'll never forget it."*

Quick checklist:

- Open with why it matters
- Break into 3–4 layers
- Close with how to use it

4. Case Study

Idea: Break down a real example

Best length: 10–18 min | **Good niches:** Business, Finance, Marketing, Career

Ready hooks you can copy:

- *"How one person went from X to Y."*
- *"The exact moves behind a big result."*
- *"What this real example teaches about X."*

Quick checklist:

- Tell the story first
 - Pull out 3 useful decisions
 - Show how the viewer can use them
-

5. Before / After

Idea: Show clear contrast

Best length: 7–12 min | **Good niches:** Health, Habits, Business, Finance

Ready hooks you can copy:

- *"What changed when they finally fixed X."*
- *"The difference between stuck and moving."*
- *"Before the system vs after the system."*

Quick checklist:

- Open with the painful before
 - Show the turning point
 - End with the after + method
-

6. Warning / Risk

Idea: Point out a hidden danger

Best length: 6–12 min | **Good niches:** Finance, Health, Tech, Business

Ready hooks you can copy:

- *"Before you do X, watch this."*
- *"The expensive mistake most people make."*
- *"What nobody tells you about the real risk."*

Quick checklist:

- State the risk first
 - Explain how it happens
 - Give the safer alternative
-

7. Step-by-Step Process

Idea: Clear how-to sequence

Best length: 8–15 min | **Good niches:** Any how-to niche

Ready hooks you can copy:

- *"The exact 5-step process to achieve X."*
- *"How to do X correctly the first time."*
- *"Follow these steps in order."*

Quick checklist:

- Number every step
 - One common mistake per step
 - Show the finished result
-

8. Comparison

Idea: Compare two or more options

Best length: 8–14 min | **Good niches:** Tech, Finance, Tools, Products

Ready hooks you can copy:

- *"X vs Y — which one actually wins?"*
- *"The honest comparison most reviews avoid."*
- *"Which option is better for [specific person]?"*

Quick checklist:

- Define the criteria first
 - Score each option
 - Give a clear recommendation
-

9. Timeline / History

Idea: Show how something changed over time

Best length: 10–20 min | **Good niches:** History, Tech, Business, Culture

Ready hooks you can copy:

- “How X went from nothing to everywhere.”
- “The real timeline most people get wrong.”
- “What the history of X teaches us now.”

Quick checklist:

- Open with a strong moment
 - Move in order of time
 - End with the present-day lesson
-

10. Problem → Solution

Idea: Name the pain then solve it

Best length: 7–13 min | **Good niches:** Almost every niche

Ready hooks you can copy:

- “The real reason most people struggle with X.”
- “Why the usual solutions fail.”
- “If X feels impossible, this is why.”

Quick checklist:

- Show the problem briefly
 - Introduce the framework
 - Walk through how to apply it
-

11. Tools / Stack

Idea: Show the exact tools you use

Best length: 8–14 min | **Good niches:** Productivity, AI, Business, Creative

Ready hooks you can copy:

- “The exact tools I use for X in 2026.”
- “My current stack for getting Y done.”
- “The only tools you actually need.”

Quick checklist:

- Show a clear list
 - Explain why each tool stays
 - Mention free vs paid options
-

12. Common Mistakes

Idea: List the errors that kill results

Best length: 7–12 min | **Good niches:** Any skill niche

Ready hooks you can copy:

- “The 5 mistakes that destroy most X attempts.”
- “Why smart people still fail at X.”
- “Stop doing these three things.”

Quick checklist:

- Name the mistake clearly
 - Show the cost
 - Give the fix
-

13. Beginner 30-Day Plan

Idea: Roadmap for complete beginners

Best length: 10–16 min | **Good niches:** Any skill niche

Ready hooks you can copy:

- “Your first 30 days learning X.”
- “What to do in week 1, 2, 3 and 4.”
- “The beginner roadmap that works.”

Quick checklist:

- Break by week
 - One clear focus per week
 - End with a 30-day checkpoint
-

14. Advanced Tactic

Idea: One high-level move

Best length: 8–14 min | **Good niches:** Finance, Marketing, AI, Business

Ready hooks you can copy:

- “The advanced move most people never reach.”
- “Once you understand this, X becomes easier.”
- “The tactic that separates good from excellent.”

Quick checklist:

- Confirm the basic skill first
 - Explain the tactic cleanly
 - Show a concrete example
-

15. Objection Handling

Idea: Answer the biggest pushbacks

Best length: 8–15 min | **Good niches:** Any high-stakes niche

Ready hooks you can copy:

- “The 5 biggest objections to X — answered.”
- “What people get wrong when they push back.”
- “Honest answers to the hardest questions.”

Quick checklist:

- State the objection fairly
 - Answer directly
 - Offer the refined view
-

16. Resource Drop

Idea: Give a usable checklist or template

Best length: 6–10 min | **Good niches:** Productivity, Business, Content, Finance

Ready hooks you can copy:

- “The free template I use for X.”
- “Steal this exact checklist.”
- “The one-page system that keeps everything organized.”

Quick checklist:

- Show the resource on screen
- Walk through how to use it
- Tell them where to get it

17. Trend Response

Idea: React to a current change

Best length: 6–12 min | **Good niches:** Finance, Tech, Business

Ready hooks you can copy:

- “What the 2026 change in X actually means.”
- “How to respond to the new reality.”
- “The practical update most coverage misses.”

Quick checklist:

- State the change clearly
- Explain the real impact
- Give the adjusted action

18. Identity / Mindset

Idea: Change how the viewer sees themselves

Best length: 7–12 min | **Good niches:** Self-Improvement, Habits, Career

Ready hooks you can copy:

- “The identity shift that makes X automatic.”
- “Why willpower fails and identity works.”
- “Stop trying harder — change this instead.”

Quick checklist:

- Name the old identity
- Introduce the new one
- Give one daily proof action

19. Behind-the-Scenes System

Idea: Show how the work actually gets done

Best length: 8–15 min | **Good niches:** Content, Business, Productivity

Ready hooks you can copy:

- “Exactly how I produce X every week.”
- “The real system behind the results.”
- “What my weekly workflow looks like.”

Quick checklist:

- Show the calendar or pipeline
- Explain each stage
- Highlight the leverage points

20. Future Map

Idea: What is coming and how to prepare

Best length: 8–14 min | **Good niches:** Tech, Finance, Business, Career

Ready hooks you can copy:

- “What will change about X in the next 3 years.”
- “How to position yourself before the shift.”
- “The future of X — and the practical response.”

Quick checklist:

- Ground predictions in current data
 - Separate signal from noise
 - Give clear preparation steps
-

21. Mini Documentary

Idea: Longer story-driven piece

Best length: 15–30 min | **Good niches:** History, Business, Culture

Ready hooks you can copy:

- “The full story of how X happened.”
- “A clear narrative of the rise or fall of X.”
- “What the complete arc of X teaches us.”

Quick checklist:

- Strong opening scene
 - Clear beginning–middle–end
 - Satisfying closing insight
-

22. Rapid Fire Tips

Idea: Many short tips in one video

Best length: 8–14 min | **Good niches:** Productivity, Health, Creative, Tech

Ready hooks you can copy:

- “27 quick tips that improve X immediately.”
- “The rapid-fire list I wish I had years ago.”
- “Small upgrades that compound fast.”

Quick checklist:

- Keep each tip under 40 seconds
 - Group related tips
 - End with the top 3 to do first
-

23. 7-Day Challenge

Idea: Invite the viewer to try something

Best length: 6–11 min | **Good niches:** Habits, Health, Productivity, Finance

Ready hooks you can copy:

- “Try this 7-day experiment and measure the result.”
- “The one-week test that reveals the truth.”
- “Do this for seven days and report back.”

Quick checklist:

- Define the exact daily action
 - Explain how to measure
 - Promise a follow-up or reflection
-

24. Glossary / Terms

Idea: Clarify confusing words

Best length: 8–15 min | **Good niches:** Finance, Tech, Specialized topics

Ready hooks you can copy:

- “X terms explained in plain language.”
- “Stop being confused by the jargon.”
- “The only definitions you actually need.”

Quick checklist:

- One term at a time
- Simple analogy for each
- Show how the terms connect

25. Ultimate Guide

Idea: Big comprehensive reference video

Best length: 20–40 min | **Good niches:** Any evergreen high-value topic

Ready hooks you can copy:

- “The complete 2026 guide to X.”
- “Everything important about X in one place.”
- “The only X video you need to bookmark.”

Quick checklist:

- Clear table of contents on screen
 - Modular sections
 - Strong end screen with related videos
-

Your Simple Next Steps

You now have everything you need to make your first faceless video without guessing.

1. Pick one topic from the examples in Part 1.
2. Copy a Hook style and fill the 5-Part Formula.
3. Paste the script into ElevenLabs and download the voice.
4. Use the ChatGPT thumbnail prompt to get a clear design idea, then make it in Canva.
5. Drop the voice into CapCut, add a few simple clips, export, and upload.
6. Use the checklist in Part 3 so you never miss a step.

One last reminder: Your first video will not be perfect. That is completely normal. The goal is to publish it. Then make the next one. Then the next one. Consistency is what grows a channel.

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Customer Edition | 2026

Start Here

This is a working swipe file, not a promise of viral results. Choose a hook, replace the bracketed parts, and make every claim truthful for your video.

Truth check: Never invent income, statistics, deadlines, customer results, endorsements, or personal experiences. If a hook contains a number or claim, verify it or replace it.

The Simple Hook Formula

- 1. Pattern interrupt:** Say or show something that breaks the viewer's normal scrolling pattern.
- 2. Curiosity gap:** Create one clear question the viewer wants answered.
- 3. Useful promise:** Tell the viewer what they will understand, avoid, compare, or accomplish.

Collection Map

Section	Hook starters
AI & Technology	72
Business, Marketing & Sales	240
Contrarian & Comparison	76
Curiosity, Questions & Open Loops	206
Direct Promises & Call-Outs	697
Health, Lifestyle & Relationships	127
Money, Real Estate & Career	217
Numbers, Lists & Quick Wins	89
Problems, Mistakes & Warnings	48
Stories & Transformations	101
Visual, Audio & Faceless Openings	127

Total: 2,000 unique hook starters after exact-match deduplication and editorial cleanup.

AI & Technology

72 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
381	[TRUE STORY - USE ONLY IF TRUE] The automation system that replaced [VERIFIED NUMBER] employees for my business
442	[TRUE STORY - USE ONLY IF TRUE] This AI tool replaced my entire marketing team for [VERIFIED AMOUNT] per month
443	Why every business needs to adopt AI or risk being left behind
444	[TRUE STORY - USE ONLY IF TRUE] I used ChatGPT to build a [VERIFIED AMOUNT] business. Here's exactly how
445	[TRUE STORY - USE ONLY IF TRUE] The AI assistant that does the work of [VERIFIED NUMBER] employees for me daily
446	Why AI won't replace your job but someone using AI will replace you
447	The coding skill that lets non-programmers build software with AI
448	[TRUE STORY - USE ONLY IF TRUE] I automated [VERIFIED PERCENTAGE] of my work using these AI tools and workflows
449	Why learning AI today is like learning to use the internet in 1995
450	[TRUE STORY - USE ONLY IF TRUE] The AI prompt that saves me [VERIFIED NUMBER] hours of work every single week
451	[TRUE STORY - USE ONLY IF TRUE] I built a fully functional app using AI without writing any code
452	The AI tool that writes better content than most human writers
453	[TRUE STORY - USE ONLY IF TRUE] Why AI is the greatest wealth-building opportunity of our lifetime
454	The AI workflow that generates [VERIFIED AMOUNT] per month in passive income
455	[TRUE STORY - USE ONLY IF TRUE] I tested every AI video tool. This one is the only one worth using
456	Why your next coworker might be an AI and that's a good thing
457	[TRUE STORY - USE ONLY IF TRUE] The AI marketing strategy that [VERIFIED MULTIPLIER] my content production output
458	[TRUE STORY - USE ONLY IF TRUE] I used AI to analyze [VERIFIED NUMBER] data points and found this business insight
459	Why AI content detection is getting harder and what to do about it
460	[TRUE STORY - USE ONLY IF TRUE] The AI tool that made me [VERIFIED AMOUNT] in revenue this quarter alone
461	[TRUE STORY - USE ONLY IF TRUE] I created an AI assistant that handles all my customer service
462	Why AI will create more jobs than it destroys in the long run
463	The AI image generator that creates professional photos from text

No.	Hook starter
464	[TRUE STORY - USE ONLY IF TRUE] I built a complete online course in 1 week using AI to help me
465	Why every entrepreneur should be using AI starting today for success
466	The AI voice cloning technology that will change content creation forever
467	[TRUE STORY - USE ONLY IF TRUE] I automated my social media posting using AI for [VERIFIED NUMBER] days straight
468	Why the AI revolution is just beginning and you should get ready now
469	The AI tool that summarizes any book in 5 minutes with key insights
470	[TRUE STORY - USE ONLY IF TRUE] I built a chatbot using AI that handles 100 customer conversations daily
471	Why AI personalization will dominate marketing in the next [VERIFIED NUMBER] years
1313	[TRUE STORY - USE ONLY IF TRUE] Can I build a software product without coding? Let's try
1756	The AI tools mistake that makes good work look weak
1757	The small-business automation mistake that makes good work look weak
1769	The technology mistake that makes good work look weak
1774	The SaaS mistake that makes good work look weak
1781	Before you spend money on AI tools, check these three things
1782	Before you spend money on small-business automation, check these three things
1794	Before you spend money on technology, check these three things
1799	Before you spend money on SaaS, check these three things
1806	What beginners misunderstand about AI tools
1807	What beginners misunderstand about small-business automation
1819	What beginners misunderstand about technology
1824	What beginners misunderstand about SaaS
1831	The simplest way to start with AI tools this week
1832	The simplest way to start with small-business automation this week
1844	The simplest way to start with technology this week
1849	The simplest way to start with SaaS this week
1856	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do AI tools with the practical way

No.	Hook starter
1857	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do small-business automation with the practical way
1869	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do technology with the practical way
1874	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do SaaS with the practical way
1881	Three signs your AI tools strategy needs to change
1882	Three signs your small-business automation strategy needs to change
1894	Three signs your technology strategy needs to change
1899	Three signs your SaaS strategy needs to change
1906	Why working harder at AI tools can produce worse results
1907	Why working harder at small-business automation can produce worse results
1919	Why working harder at technology can produce worse results
1924	Why working harder at SaaS can produce worse results
1931	The part of AI tools most tutorials skip
1932	The part of small-business automation most tutorials skip
1944	The part of technology most tutorials skip
1949	The part of SaaS most tutorials skip
1956	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in AI tools
1957	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in small-business automation
1969	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in technology
1974	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in SaaS
1981	The five-minute AI tools check that prevents wasted work
1982	The five-minute small-business automation check that prevents wasted work
1994	The five-minute technology check that prevents wasted work
1999	The five-minute SaaS check that prevents wasted work

Business, Marketing & Sales

240 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
6	[VERIFIED PERCENTAGE] of people don't know how to start a business. Here's how...
15	5 surprising facts about starting a business
19	5 mistakes you are probably making when you start a business
41	What nobody tells you about building a six-figure business
42	The best kept secret for getting clients consistently
43	What influencers don't want you to know about brand deals
45	Something nobody tells you about starting a business
73	What's stopping you from starting your own business?
74	Why do some people get clients easily and others struggle?
75	Have you ever wondered why some brands succeed and others fail?
83	Email marketing is dead. Here's why in [CURRENT YEAR]
104	This is why most marketing advice is completely wrong
107	[TRUE STORY - USE ONLY IF TRUE] The day I almost quit changed everything for me in business
110	[TRUE STORY - USE ONLY IF TRUE] I tried every business idea out there and this one actually worked
114	[TRUE STORY - USE ONLY IF TRUE] My client lost [VERIFIED AMOUNT] because of this mistake. Learn from them
119	[TRUE STORY - USE ONLY IF TRUE] My first business failed and cost me everything. Here's what I learned
125	[TRUE STORY - USE ONLY IF TRUE] The story of how I turned [VERIFIED AMOUNT] into a six-figure business
130	[TRUE STORY - USE ONLY IF TRUE] I built a business that supports my family while working from home
272	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] this month from my side hustle. Here's exactly how I did it
274	[TRUE STORY - USE ONLY IF TRUE] The exact business that made [VERIFIED AMOUNT] in my first month of operation
275	Why most side hustles fail and what actually works instead of them
277	[TRUE STORY - USE ONLY IF TRUE] I quit my job to start a business. Here's the brutal truth about doing it
278	The freelance skill that pays [VERIFIED AMOUNT] + per hour in today's market
279	[TRUE STORY - USE ONLY IF TRUE] My [VERIFIED AMOUNT] to [VERIFIED AMOUNT] journey as a freelancer over [VERIFIED NUMBER] years of hard work
282	The business model that requires [VERIFIED AMOUNT] to start from scratch today

No.	Hook starter
284	The side hustle that's growing [VERIFIED PERCENTAGE] year over year in demand
286	The best side hustles for [CURRENT YEAR] that actually pay well consistently
289	[TRUE STORY - USE ONLY IF TRUE] Why I chose freelancing over my corporate job and my honest comparison
290	The exact hourly rate you should charge as a beginner freelancer
352	[TRUE STORY - USE ONLY IF TRUE] I'm revealing my exact marketing playbook that generated [VERIFIED AMOUNT] million in sales
353	[TRUE STORY - USE ONLY IF TRUE] The email marketing strategy that tripled my revenue in [VERIFIED NUMBER] days
354	Why social media marketing is failing most businesses in [CURRENT YEAR]
355	[TRUE STORY - USE ONLY IF TRUE] The content marketing secret that brought 100K visitors monthly to my site
356	[TRUE STORY - USE ONLY IF TRUE] I spent [VERIFIED AMOUNT] on marketing. Here's what worked and what was a waste
357	The funnel that converts [VERIFIED PERCENTAGE] of visitors into paying customers
358	Why Facebook ads don't work for most businesses and what does instead
360	[TRUE STORY - USE ONLY IF TRUE] I analyzed 500 viral marketing campaigns. Here's what they all have in common
361	[TRUE STORY - USE ONLY IF TRUE] The influencer marketing tactic that got me [VERIFIED MULTIPLIER] return on investment
362	The video marketing formula that generates 1 million views consistently
364	The retargeting strategy that brought back [VERIFIED PERCENTAGE] of lost customers
365	[TRUE STORY - USE ONLY IF TRUE] I tested 20 marketing strategies. These 3 were the only profitable ones
366	[TRUE STORY - USE ONLY IF TRUE] The copywriting formula that increased my sales by [VERIFIED PERCENTAGE] overnight
367	Why cold outreach fails and warm outreach succeeds every time for sales
369	[TRUE STORY - USE ONLY IF TRUE] I made my first [VERIFIED AMOUNT] using this marketing strategy from scratch
370	The affiliate marketing system that generates [VERIFIED AMOUNT] passive monthly
371	Why email list building is the most important marketing asset for business
372	[TRUE STORY - USE ONLY IF TRUE] My business hit [VERIFIED AMOUNT] million annual revenue. Here's my complete journey
373	[TRUE STORY - USE ONLY IF TRUE] The business mistake that almost bankrupted my company in year one
374	Why you should start a business before you feel ready to do it
376	[TRUE STORY - USE ONLY IF TRUE] I quit my corporate job to start a business. Here's the brutal reality

No.	Hook starter
377	The business model that generates [VERIFIED AMOUNT] monthly with just [VERIFIED NUMBER] clients
380	[TRUE STORY - USE ONLY IF TRUE] I built a 7-figure business working just [VERIFIED NUMBER] hours per week from home
382	Why customer service is the most powerful marketing tool available
383	[TRUE STORY - USE ONLY IF TRUE] The pricing strategy that doubled my revenue without more clients
386	Why you should niche down even if it scares you for business growth
388	[TRUE STORY - USE ONLY IF TRUE] I pivoted my business 3 times before finding what worked for growth
389	The financial metric that predicts business failure before it happens
390	Why cash flow is more important than profit for business survival
391	The customer acquisition cost secret that most business owners miss
392	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] in sales last month. Here's my exact sales process
393	[TRUE STORY - USE ONLY IF TRUE] The sales technique that increased my conversion rate by [VERIFIED PERCENTAGE]
394	Why you're losing sales and don't even know it until it's too late
397	The follow-up system that brought back [VERIFIED PERCENTAGE] of lost deals in sales
398	Why your pricing is too low and how to double it without losing clients
399	The sales pitch that generates yes responses almost every single time
400	[TRUE STORY - USE ONLY IF TRUE] I closed a [VERIFIED AMOUNT] client using this exact sales conversation template
402	Why building rapport before selling is the biggest mistake in sales
403	The value proposition formula that makes clients beg to work with you
404	[TRUE STORY - USE ONLY IF TRUE] I tripled my average sale value using this one sales strategy
405	The discovery call script that uncovers what clients really want to buy
406	Why referrals are the best source of sales and how to get more of them
410	Why discount pricing destroys your business and what to do instead
411	The sales funnel stage that determines [VERIFIED PERCENTAGE] of your success in revenue
497	3 out of 4 entrepreneurs make this mistake in business
506	5 new clients in one week using this cold outreach template

No.	Hook starter
512	[TRUE STORY - USE ONLY IF TRUE] Wait. Before you scroll past, I need to tell you something important about your business
563	[TRUE STORY - USE ONLY IF TRUE] My experience working with [number] clients revealed this truth about [topic]
591	5 surprising facts about starting a business that will change your thinking...
600	A must-watch for anyone struggling with starting a business!
603	[TRUE STORY - USE ONLY IF TRUE] Am i the only one who's realized that starting a business is harder than it looks?
604	And you think your business is struggling? what is there not to struggle about?
610	Are you struggling with starting your first business?
614	As a business owner nobody wants to hear you talk about failure
621	Bet you didn't know how easy it was to start a business with no money
622	[TRUE STORY - USE ONLY IF TRUE] Brace yourself for a jaw-dropping transformation in my business
624	Business owners use this strategy to make millions, and it works like magic
630	[TRUE STORY - USE ONLY IF TRUE] Can i beat the clock and build a profitable business in [VERIFIED NUMBER] days? let's find out...
645	Comment below if you've experienced this struggle with business...
655	Do you have problems with getting clients? here's the solution!
657	Do you know the secret to getting more clients?
660	Do you want to know how to start a profitable business?
669	[TRUE STORY - USE ONLY IF TRUE] Don't make the same mistake i did with starting a business
676	Don't do this if you want to succeed in business...
677	Don't make this common mistake with growing your brand
681	Don't scroll past this if you want to build a profitable business...
722	What nobody tells you about building a personal brand
744	The hidden key to building a profitable brand
754	The secret to getting brand deals as a small creator
770	Why do some people succeed in business while others fail?
773	Why is it that some people get brand deals and others don't?

No.	Hook starter
794	Why do some businesses succeed and others crash within months?
801	Do you know why most people never start their business?
820	Have you ever wondered why some businesses become empires?
826	This is the most counter-intuitive strategy in business
840	The counterintuitive approach that actually works in business
857	This popular tactic is actually hurting your brand
863	[TRUE STORY - USE ONLY IF TRUE] This 'negative' thing actually grew my business
864	The counterintuitive approach to getting clients
868	[TRUE STORY - USE ONLY IF TRUE] My biggest regret in business and the lesson it taught me
870	[TRUE STORY - USE ONLY IF TRUE] I failed 100 times before getting my first yes from a brand
883	[TRUE STORY - USE ONLY IF TRUE] I traveled the world while building my business from my laptop
890	[TRUE STORY - USE ONLY IF TRUE] My most profitable client came from the most unlikely place
892	[TRUE STORY - USE ONLY IF TRUE] I went from working a 9-5 to running my own successful business
901	[TRUE STORY - USE ONLY IF TRUE] I built a business that runs itself while I sleep
903	[TRUE STORY - USE ONLY IF TRUE] The story of how I turned my hobby into a million-dollar business
905	[TRUE STORY - USE ONLY IF TRUE] My biggest client found me through this unlikely source
908	[TRUE STORY - USE ONLY IF TRUE] My journey of building a business while working a full-time job
920	[TRUE STORY - USE ONLY IF TRUE] My first brand deal was worth more than I ever imagined
925	[TRUE STORY - USE ONLY IF TRUE] Before and after: how I transformed my business for [VERIFIED AMOUNT]
940	[TRUE STORY - USE ONLY IF TRUE] My business before and after I fired bad clients
943	[TRUE STORY - USE ONLY IF TRUE] My bank account before and after I started this side hustle
946	[TRUE STORY - USE ONLY IF TRUE] My sales before and after I changed this one page
956	[TRUE STORY - USE ONLY IF TRUE] My client satisfaction before and after I did this one thing
978	[TRUE STORY - USE ONLY IF TRUE] My brand identity before and after this rebrand
982	[TRUE STORY - USE ONLY IF TRUE] My customer retention before and after this follow-up system
987	Calling all business owners-this is the most important advice you'll hear

No.	Hook starter
990	Hey people who want to start a business-this is critical for you
1012	If you're tired of hearing 'no' from clients, see this
1119	Hold a brand new car key and explain your journey
1147	Hold a brand partnership contract and explain your value
1160	Hold a client testimonial video and explain your service
1162	Hold a thank you letter from a client and read it
1266	[TRUE STORY - USE ONLY IF TRUE] Can I build a business in [VERIFIED NUMBER] hours? Let's find out right now
1281	[TRUE STORY - USE ONLY IF TRUE] Can I build a 6-figure business from my bedroom? Watch
1288	[TRUE STORY - USE ONLY IF TRUE] I'm going to start a business with zero dollars. Here's how
1291	[TRUE STORY - USE ONLY IF TRUE] Can I build a profitable brand in [VERIFIED NUMBER] days? Watch closely
1293	[TRUE STORY - USE ONLY IF TRUE] Can I get 10 brand deals in [VERIFIED NUMBER] days as a beginner creator?
1299	[TRUE STORY - USE ONLY IF TRUE] Can I launch a product with zero marketing budget? Let's try
1303	[TRUE STORY - USE ONLY IF TRUE] Can I build a 7-figure business in [VERIFIED NUMBER] months? Starting now
1309	[TRUE STORY - USE ONLY IF TRUE] Can I get my first 1000 paying customers in [VERIFIED NUMBER] days?
1321	[TRUE STORY - USE ONLY IF TRUE] Can I build a team and scale my business to 6 figures?
1325	[TRUE STORY - USE ONLY IF TRUE] Can I make money as a freelancer in [VERIFIED NUMBER] days? Starting now
1327	[TRUE STORY - USE ONLY IF TRUE] Can I build a million-dollar brand from my living room?
1328	[TRUE STORY - USE ONLY IF TRUE] I'm going to cold approach 100 potential clients. Watch me try
1332	[TRUE STORY - USE ONLY IF TRUE] I'm going to build my personal brand from scratch. Day one
1337	[TRUE STORY - USE ONLY IF TRUE] Can I build a business that generates [VERIFIED AMOUNT] monthly? Starting now
1346	[TRUE STORY - USE ONLY IF TRUE] I can't believe the difference this made to my business growth
1439	Controversial: most business advice is completely useless for beginners
1448	Unpopular opinion: your personal brand is actually hurting your business
1456	Hot take: the best marketing is no marketing at all and here's the secret
1465	Hot take: most side hustles are a waste of your precious time
1468	Hot take: your ideal client isn't who you think they are

No.	Hook starter
1472	Unpopular opinion: you should probably not start that business
1477	Hot take: email marketing is not dead. It's just misunderstood
1481	Controversial take: your brand is not as unique as you think it is
1497	Stop doing this immediately if you want to succeed in business
1529	Here's what experts won't tell you about starting a business.
1534	Email marketing is dead. Here's why.
1551	[TRUE STORY - USE ONLY IF TRUE] My client lost [VERIFIED AMOUNT] because of this mistake.
1589	[TRUE STORY - USE ONLY IF TRUE] Can I build a business in [VERIFIED NUMBER] hours? Let's find out.
1724	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] this month from my side hustle. Here's how.
1726	[TRUE STORY - USE ONLY IF TRUE] The exact business that made [VERIFIED AMOUNT] in my first month.
1727	Why most side hustles fail (and what works instead).
1729	[TRUE STORY - USE ONLY IF TRUE] I quit my job to start a business. Here's the brutal truth.
1730	The freelance skill that pays [VERIFIED AMOUNT] + per hour.
1731	[TRUE STORY - USE ONLY IF TRUE] My [VERIFIED AMOUNT] to [VERIFIED AMOUNT] journey as a freelancer.
1734	The business model that requires [VERIFIED AMOUNT] to start.
1736	The side hustle that's growing [VERIFIED PERCENTAGE] year over year.
1741	[TRUE STORY - USE ONLY IF TRUE] The marketing strategy that [VERIFIED MULTIPLIER] my revenue in [VERIFIED NUMBER] days.
1742	Why your marketing isn't working (the uncomfortable truth).
1743	[TRUE STORY - USE ONLY IF TRUE] The [VERIFIED AMOUNT] arketing strategy that brought me [VERIFIED NUMBER] customers.
1744	[TRUE STORY - USE ONLY IF TRUE] I'm revealing my exact marketing playbook (everything).
1758	The content marketing mistake that makes good work look weak
1767	The ecommerce mistake that makes good work look weak
1768	The email marketing mistake that makes good work look weak
1773	The freelancing mistake that makes good work look weak
1775	The lead generation mistake that makes good work look weak

No.	Hook starter
1776	The sales mistake that makes good work look weak
1777	The local business mistake that makes good work look weak
1783	Before you spend money on content marketing, check these three things
1792	Before you spend money on ecommerce, check these three things
1793	Before you spend money on email marketing, check these three things
1798	Before you spend money on freelancing, check these three things
1800	Before you spend money on lead generation, check these three things
1801	Before you spend money on sales, check these three things
1802	Before you spend money on local business, check these three things
1808	What beginners misunderstand about content marketing
1817	What beginners misunderstand about ecommerce
1818	What beginners misunderstand about email marketing
1823	What beginners misunderstand about freelancing
1825	What beginners misunderstand about lead generation
1826	What beginners misunderstand about sales
1827	What beginners misunderstand about local business
1833	The simplest way to start with content marketing this week
1842	The simplest way to start with ecommerce this week
1843	The simplest way to start with email marketing this week
1848	The simplest way to start with freelancing this week
1850	The simplest way to start with lead generation this week
1851	The simplest way to start with sales this week
1852	The simplest way to start with local business this week
1858	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do content marketing with the practical way
1867	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do ecommerce with the practical way
1868	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do email marketing with the practical way

No.	Hook starter
1873	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do freelancing with the practical way
1875	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do lead generation with the practical way
1876	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do sales with the practical way
1877	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do local business with the practical way
1883	Three signs your content marketing strategy needs to change
1892	Three signs your ecommerce strategy needs to change
1893	Three signs your email marketing strategy needs to change
1898	Three signs your freelancing strategy needs to change
1900	Three signs your lead generation strategy needs to change
1901	Three signs your sales strategy needs to change
1902	Three signs your local business strategy needs to change
1908	Why working harder at content marketing can produce worse results
1917	Why working harder at ecommerce can produce worse results
1918	Why working harder at email marketing can produce worse results
1923	Why working harder at freelancing can produce worse results
1925	Why working harder at lead generation can produce worse results
1926	Why working harder at sales can produce worse results
1927	Why working harder at local business can produce worse results
1933	The part of content marketing most tutorials skip
1942	The part of ecommerce most tutorials skip
1943	The part of email marketing most tutorials skip
1948	The part of freelancing most tutorials skip
1950	The part of lead generation most tutorials skip
1951	The part of sales most tutorials skip
1952	The part of local business most tutorials skip
1958	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in content marketing

No.	Hook starter
1967	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in ecommerce
1968	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in email marketing
1973	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in freelancing
1975	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in lead generation
1976	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in sales
1977	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in local business
1983	The five-minute content marketing check that prevents wasted work
1992	The five-minute ecommerce check that prevents wasted work
1993	The five-minute email marketing check that prevents wasted work
1998	The five-minute freelancing check that prevents wasted work
2000	The five-minute lead generation check that prevents wasted work

Contrarian & Comparison

76 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
2	3 things you must stop doing right now
10	[VERIFIED PERCENTAGE] of beginners get this wrong (maybe you do?)
26	[VERIFIED PERCENTAGE] of content creators get this wrong
84	Everything you knew about success is wrong according to top creators
100	This unpopular opinion might change how you think about success
102	The secret to success is doing the opposite of what everyone does
174	Start dancing for 3 seconds then stop suddenly
209	Why timing the market is a myth and what to do instead for success
336	Why most nutrition advice is wrong and based on outdated science
499	Everyone says you need a degree to succeed. They're wrong and here's proof
513	Stop scrolling. This one tip will save you [VERIFIED AMOUNT] this year alone

No.	Hook starter
518	This is why [common belief] is completely wrong and misleading
522	What most people get wrong about [topic] that costs them dearly
544	Everyone is wrong about [topic]. Here's the opposite truth that works
547	The myth about [topic] that keeps people stuck and broke financially
548	Unpopular opinion: [controversial statement about topic] that might upset you
550	Why the experts are wrong about [topic] and what actually works instead
553	Hot take: [controversial take about topic] that will make people angry
597	[VERIFIED PERCENTAGE] of content creators get this wrong (maybe you do?)
613	As a photographer, please stop making this mistake
672	[TRUE STORY - USE ONLY IF TRUE] Don't tell me that you still think expensive gear makes you better. prove me wrong right now
673	Don't believe this myth about photography success!
698	Everything you knew about success is wrong according to top experts!
751	What most people get wrong about virality
816	What's the real difference between those who succeed and those who don't?
830	[TRUE STORY - USE ONLY IF TRUE] The most successful people I know do the opposite of this
856	[TRUE STORY - USE ONLY IF TRUE] I went from 0 to [VERIFIED AMOUNT] by doing the opposite of this
866	This common assumption is completely wrong
885	[TRUE STORY - USE ONLY IF TRUE] The day I decided to stop listening to naysayers and bet on myself
984	Hey beginners-you need to stop doing this right now
988	Teenagers, stop scrolling. You need to hear this about your future
995	If you're a perfectionist, stop doing this one thing now
999	Hey people who compare themselves to others-stop now
1009	Calling all people-pleasers-stop doing this immediately
1419	[TRUE STORY - USE ONLY IF TRUE] I know this might be controversial, but I have to say it for truth
1421	Here's something everyone gets wrong about virality in social media

No.	Hook starter
1422	The most unpopular opinion you'll hear today: consistency is overrated
1425	Unpopular opinion: this popular thing is actually terrible for growth
1427	Controversial take: stop chasing followers and chase revenue instead
1429	Unpopular opinion: stop buying courses and start taking action instead
1433	Controversial opinion: traditional education is failing creators
1434	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the myth that you need expensive gear to succeed
1436	Unpopular take: social media is making you less creative
1441	Hot take: stop trying to go viral and focus on conversions instead
1442	Unpopular opinion: expensive coaches are just scamming beginners
1443	[TRUE STORY - USE ONLY IF TRUE] I'm going to debunk the myth that everyone's pushing on you
1445	Controversial take: you don't need a million followers to make millions
1451	Controversial: most viral videos are not worth creating
1454	Unpopular take: stop listening to what successful people say and do this instead
1457	Controversial take: your audience doesn't really care about you as a person
1460	Unpopular opinion: social media is actually bad for society
1463	Controversial: you should probably quit content creation and do this instead
1469	Controversial take: you should raise your prices immediately
1473	[TRUE STORY - USE ONLY IF TRUE] I'm going to say something controversial about failure and success
1475	Controversial: your values might be holding you back from success
1478	Unpopular opinion: you should probably not be a content creator
1484	Unpopular: the real secret to success has nothing to do with social media
1495	Stop scrolling! You need to see this before it's too late
1535	Everything you knew about success is wrong.
1572	Look serious and concerned, like something is wrong.
1584	Everyone says 'subscribe'-try saying 'Don't subscribe yet, until you see this.'
1606	[TRUE STORY - USE ONLY IF TRUE] I know this might be controversial, but...

No.	Hook starter
1608	Here's something everyone gets wrong.
1609	The most unpopular opinion you'll hear today.
1612	Unpopular opinion: this popular thing is actually terrible.
1624	Stop scrolling! You need to see this.
1626	Stop doing this immediately! Here's what to do instead.
1665	The 50/30/20 rule is wrong. Here's a better way.
1748	This is why [common belief] is completely wrong.
1752	What most people get wrong about [topic]...
1855	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do faceless YouTube with the practical way
1864	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do productivity with the practical way
1871	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do history with the practical way
1872	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do education with the practical way
1878	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do online courses with the practical way
1879	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do digital products with the practical way

Curiosity, Questions & Open Loops

206 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
24	7 secrets to financial success
31	The industry does not want you to know this secret
33	Nobody is talking about this photography technique
34	The truth about social media nobody tells new creators
37	The shocking truth about natural talent that companies hide
44	The hidden truth behind why some videos go viral
47	The secret to going viral that platforms won't tell you
49	The hidden algorithm trick nobody is talking about

No.	Hook starter
51	[TRUE STORY - USE ONLY IF TRUE] The truth about success that took me years to learn
53	The secret ingredient that makes videos go viral
56	Did you know that [VERIFIED PERCENTAGE] of people fail at this?
57	Do you know why your videos don't get views?
59	Have you ever wondered why some people succeed and others don't?
60	Why does no one talk about this?
61	What happens if you post every day for [VERIFIED NUMBER] days?
63	Do you want to know the secret to going viral?
64	[TRUE STORY - USE ONLY IF TRUE] Why did nobody tell me this sooner?
67	Have you ever felt like giving up on your dreams?
69	Do you know what separates successful creators from everyone else?
70	Why are some videos viral and others die?
72	Do you struggle with staying consistent?
76	What if there was a simple way to [VERIFIED MULTIPLIER] your results?
77	Do you know why some creators grow fast and others stay small?
78	Why is consistency so hard for most people?
93	You don't need more followers. Here's why less is more
96	This 'boring' strategy is the secret to going viral
97	The thing nobody talks about is more important than going viral
142	Lean to one side as if sharing a secret
204	The truth about crypto that nobody wants to hear from experts right now
206	[TRUE STORY - USE ONLY IF TRUE] The compound interest secret that doubled my net worth in just [VERIFIED NUMBER] years
230	The spending category that secretly drains your bank account every month
239	The hidden costs of homeownership nobody talks about before buying
250	Why the suburbs are about to boom again in the housing market soon

No.	Hook starter
256	[TRUE STORY - USE ONLY IF TRUE] The Roth IRA secret that doubled my retirement savings account over time
293	Why counting calories is keeping you stuck and what to do instead
299	The truth about keto that doctors don't want you to know about it
304	The meal timing secret that accelerates fat loss significantly
321	Why consistency beats intensity every time for long-term results
322	The muscle building secret that trainers don't share with beginners
333	Why you're always hungry and how to fix it with proper nutrition
339	Why fruit is making you fat according to latest nutritional research
343	Why protein timing matters less than you think for muscle growth
347	Why you should eat more fat to burn more body fat effectively
351	Why calories in vs calories out is an oversimplification of nutrition
363	Why your landing page is losing [VERIFIED PERCENTAGE] of visitors and how to fix it
378	Why most startups fail and the one thing that separates winners
473	Why minimalism is the ultimate life upgrade for freedom and peace
476	[TRUE STORY - USE ONLY IF TRUE] Why saying no to everything freed me to say yes to what matters
482	[TRUE STORY - USE ONLY IF TRUE] Why journaling every day changed my perspective on life completely
485	Why learning to rest is a skill that most ambitious people lack
488	Why walking every day is the best thing you can do for your brain
494	[TRUE STORY - USE ONLY IF TRUE] Why reading 30 minutes per day made me smarter than college did
514	What nobody tells you about [topic] that changes everything
515	The secret about [topic] they don't want you to know
517	The truth about [topic] that experts never share in public
519	Why [topic] matters more than you think for your success
520	The hidden pattern in [topic] that nobody sees or recognizes
523	The real reason [situation] happens that nobody explains properly
551	The counter-intuitive truth about [topic] that nobody wants to hear

No.	Hook starter
554	[TRUE STORY - USE ONLY IF TRUE] As someone who has [achievement], let me tell you the truth about [topic]
561	The top [VERIFIED PERCENTAGE] of [profession] know this secret about [topic] and now you will too
594	7 secrets to financial success in life...
626	Calling all photographers: elevate your skills with this secret technique!
632	[TRUE STORY - USE ONLY IF TRUE] Can i drop some knowledge? the secret to mastering content creation is simpler than you think
636	Can you guess why this photographer is outcompeting everyone else?
649	Did you know that [VERIFIED PERCENTAGE] of photographers believe in natural light?
650	Did you know that [VERIFIED PERCENTAGE] of success comes from consistency?
651	Did you know that this simple technique can [VERIFIED MULTIPLIER] your results?
656	Do you have this one personality trait that is most important in success?
658	Do you know what happens when you post every single day?
659	Do you know who you spend the most time with in your life? determines your success
662	Do you want to learn how to create content fast?
663	Don't copy and paste generic advice. you need to humanize your strategy first. here's a secret hack how to do that
667	[TRUE STORY - USE ONLY IF TRUE] Don't hate me, but here's a hard truth about virality
685	Even though everyone on your feed is telling you something different, here's the truth about virality
686	Ever ask yourself why imposter syndrome persists?
687	Ever ask yourself why you keep comparing yourself to others?
688	Ever tried creating content daily? here's why you should start now!
689	Ever wonder why some photographers charge more?
692	Ever wondered what happens if you post twice a day?
693	Ever wondered why some content goes viral and other doesn't? here's the answer...
694	Everyone needs to know this secret about growing online
699	The industry does not want you to know this secret about virality
700	Nobody is talking about this photography technique, but it's the best kept secret

No.	Hook starter
701	The truth about social media that nobody tells new creators
703	The shocking truth about 'natural talent' that companies hide from beginners
706	[TRUE STORY - USE ONLY IF TRUE] The industry will hate me for exposing this pricing secret
707	What nobody tells you about consistency
708	The secret to building an audience fast
710	The hidden power of showing up every single day
713	The secret strategy for getting 1 million views
715	The hidden pattern in all viral videos
716	What nobody tells you about monetizing your passion
717	The secret to making content that converts
719	The hidden reason some content goes viral overnight
723	The truth about overnight success that is rarely discussed
726	The secret to staying motivated when starting feels hard
727	What nobody tells you about the reality of entrepreneurship
728	The hidden reason some creators succeed and others fail
730	The secret to going viral that nobody teaches
731	What nobody tells you about building trust with your audience
732	The hidden science behind viral content
734	The secret to making your first [VERIFIED AMOUNT] online
736	The hidden reason you're not getting more views
738	The secret to building a loyal following
740	The hidden truth about what makes content shareable
746	The secret to standing out in a crowded market
747	What nobody tells you about going full-time as a creator
748	The hidden power of consistency over perfection
750	The secret to making every video perform better

No.	Hook starter
752	The hidden formula for getting more engagement
753	What nobody tells you about building authority online
756	The hidden reason some videos get shared millions of times
761	Do you know what separates successful creators from ?
762	Why do most people quit before they see results?
766	Do you know the secret to building a loyal audience?
767	Why do some videos get 1 million views and others get 100?
768	What if you could learn in [VERIFIED NUMBER] days what took others [VERIFIED NUMBER] years?
769	Have you ever felt like you're not good enough?
772	Do you want to know what successful creators do differently?
775	Have you ever wondered why some photographers charge [VERIFIED AMOUNT] and others charge [VERIFIED AMOUNT] ?
776	What if you could skip years of trial and error?
777	Do you know what makes someone an expert in their field?
778	Why do most people stay in the same place for years?
779	What's the secret to getting more engagement on your posts?
780	Do you want to know the #1 reason people fail online?
781	Why is it that some people make [VERIFIED AMOUNT] a month and others make [VERIFIED AMOUNT] ?
782	What if there was a formula for virality?
783	Have you ever wondered why some content resonates and other doesn't?
785	Do you know why some creators go viral overnight?
786	Why do most people never reach their goals?
788	Do you want to know how to turn your passion into profit?
790	Why do some people get everything they want and others get nothing?
792	Have you ever wondered why some videos get millions of shares?
793	Do you know what makes people want to follow someone?
796	Do you want to know why some people attract opportunities and others don't?

No.	Hook starter
798	Why do some creators make it look so easy?
799	What if the secret to success was simpler than you thought?
800	Have you ever wondered what separates winners from losers?
804	What's the hidden obstacle that stops most people from succeeding?
805	Do you want to know how to make your first dollar online?
806	Why is it that some people bounce back from failure and others give up?
807	What's the secret to staying focused in a distracting world?
808	Do you know why some emails get opened and others don't?
809	Why do some products sell themselves and others need endless promotion?
811	Have you ever wondered why some people are always confident?
815	Why do some creators have millions of followers and others have hundreds?
817	Do you want to know what successful people do in the morning?
818	Why is it that some people achieve their goals and others don't?
821	What if success was just about following a simple system?
822	Do you know why some content gets saved and other gets scrolled past?
824	What's the secret to creating content that people love?
836	This is why working harder doesn't lead to success
852	The counterintuitive truth about building an audience
858	The counterintuitive secret to making viral content
872	[TRUE STORY - USE ONLY IF TRUE] The story behind why I started sharing my secrets online
878	[TRUE STORY - USE ONLY IF TRUE] My transformation from nobody to someone people recognize
879	[TRUE STORY - USE ONLY IF TRUE] The story behind my most viral video and why it worked
897	[TRUE STORY - USE ONLY IF TRUE] The story behind why I share so much for free
902	[TRUE STORY - USE ONLY IF TRUE] My secret to staying consistent when everyone else gives up
912	[TRUE STORY - USE ONLY IF TRUE] The day I learned that failure is actually the secret to success
915	[TRUE STORY - USE ONLY IF TRUE] The story behind why I now help others succeed

No.	Hook starter
919	[TRUE STORY - USE ONLY IF TRUE] I went from nobody knowing me to 1 million followers
921	[TRUE STORY - USE ONLY IF TRUE] The day I realized the secret to success was simpler than I thought
992	Students, here is the secret nobody taught you in school
994	Calling all introverts-you have an advantage nobody talks about
996	Hey night owls-this might be why you struggle to succeed
997	Calling all overthinkers-you need to hear this truth
1006	Calling all procrastinators-here's why you delay everything
1039	If you're scared of what people think, see this truth
1045	If you're scared to be different, see why it matters
1051	If you feel like you're not special enough, see this truth
1348	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is free and nobody is sharing it
1349	[TRUE STORY - USE ONLY IF TRUE] I can't believe nobody told me this important secret
1362	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the secret nobody shares
1397	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the secret weapon for creators
1415	[TRUE STORY - USE ONLY IF TRUE] I can't believe this reveals the hidden path to success
1423	[TRUE STORY - USE ONLY IF TRUE] I'm going to say what everyone is thinking but nobody has the guts to say
1431	[TRUE STORY - USE ONLY IF TRUE] This might ruin my reputation, but it's the truth about success
1485	This trend is going to explode in [CURRENT YEAR]. Here's why you need to prepare now
1510	You deserve to know this truth even if nobody told you before
1520	You won't believe the secret that top creators don't share with beginners
1526	Nobody is talking about this, but...
1527	The truth about social media that nobody tells you.
1528	The dark secret behind expensive photography gear.
1542	What happens if you do this every day for [VERIFIED NUMBER] days?
1581	[TRUE STORY - USE ONLY IF TRUE] 'Have you ever wondered why some videos go viral? I'm about to tell you.'
1583	[TRUE STORY - USE ONLY IF TRUE] 'Why does no one talk about this? I'm about to expose the truth... keep watching.'

No.	Hook starter
1603	[TRUE STORY - USE ONLY IF TRUE] I can't believe nobody told me this.
1610	[TRUE STORY - USE ONLY IF TRUE] I'm going to say what everyone is thinking but nobody says.
1659	The truth about crypto that nobody wants to hear.
1661	[TRUE STORY - USE ONLY IF TRUE] The compound interest secret that doubled my net worth.
1682	The spending category that secretly drains your bank account.
1691	The hidden costs of homeownership nobody talks about.
1702	Why the suburbs are about to boom.
1708	[TRUE STORY - USE ONLY IF TRUE] The Roth IRA secret that doubled my retirement savings.
1745	What nobody tells you about [topic]...
1747	The truth about [topic] that experts never share.
1749	Why [topic] matters more than you think.
1750	The hidden pattern in [topic] nobody sees.
1905	Why working harder at faceless YouTube can produce worse results
1914	Why working harder at productivity can produce worse results
1921	Why working harder at history can produce worse results
1922	Why working harder at education can produce worse results
1928	Why working harder at online courses can produce worse results
1929	Why working harder at digital products can produce worse results

Direct Promises & Call-Outs

697 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
27	[VERIFIED PERCENTAGE] of people don't know how to build an audience
28	[VERIFIED PERCENTAGE] of beginners do not understand this about success
32	[TRUE STORY - USE ONLY IF TRUE] This is going to make professionals hate me for exposing this
36	Here's what professional photographers won't tell you

No.	Hook starter
38	This is what successful influencers know that you don't
46	The real reason you're not growing on social media
48	What top creators know that you're missing
50	Something big companies hide from small creators
54	What successful people know about time management
65	What's the one thing holding you back from success?
66	What would happen if you started today instead of waiting?
68	What's the one skill that could change your life?
82	This looks expensive but costs almost nothing
86	[TRUE STORY - USE ONLY IF TRUE] The most expensive tool in my studio and how it saved me thousands
94	The most successful people work fewer hours than you think
95	[TRUE STORY - USE ONLY IF TRUE] I deleted all my social media and gained 100k followers
101	[TRUE STORY - USE ONLY IF TRUE] I stopped chasing trends and my views tripled
111	[TRUE STORY - USE ONLY IF TRUE] The time I failed so badly that I almost gave up on my dreams
115	[TRUE STORY - USE ONLY IF TRUE] I met someone who changed how I see success forever
117	[TRUE STORY - USE ONLY IF TRUE] The moment I decided to bet on myself and what happened next
118	[TRUE STORY - USE ONLY IF TRUE] I went from working for someone else to building my own empire
121	[TRUE STORY - USE ONLY IF TRUE] The worst day of my life led to the best opportunity of my life
127	[TRUE STORY - USE ONLY IF TRUE] My lowest point became my biggest turnaround. This is how
134	Wave your hand and then point at something important
135	Bounce or bob your head slightly as you speak-stays engaging
136	Start by walking away, then turn around suddenly
137	Jump up and down with excitement when starting
139	Clap your hands together before starting to speak
140	Shake your head slowly as if disagreeing with something
141	Point at yourself with both hands on start

No.	Hook starter
143	Put your hand up as if to say 'wait' before starting
144	Walk in a circle around your setup at the start
147	Hold a microphone like a pro broadcaster and start talking
149	Hold up a before-and-after photo and reveal the change
151	Hold a book and say 'Read this and you'll succeed'
153	[TRUE STORY - USE ONLY IF TRUE] Hold a letter or document and say 'I couldn't believe this when I saw it'
155	[TRUE STORY - USE ONLY IF TRUE] Hold up a product and say 'This changed my life'
159	[TRUE STORY - USE ONLY IF TRUE] Hold a plane ticket and say 'I went here for free'
163	Hold a baby photo of yourself and reveal the story behind it
165	Hold a broken phone and explain what happened
166	Start by writing something on a whiteboard or paper dramatically
167	Light a candle and look at it thoughtfully before speaking
168	Brush your hair while explaining your hair routine
169	Make dinner while telling your story or tip
171	Start by biting into food and reacting to how it tastes
173	Drop something expensive on purpose and react
176	Start upside down then flip right side up
177	Start with a dramatic fake fall or stumble
178	Look shocked, like you just heard something unbelievable and pause
179	Look confused and tilt your head to one side
180	Look serious and concerned, like something important happened
181	Look excited and energetic, like you can barely contain yourself
182	Look frustrated and sigh heavily before starting to talk
183	Look curious and intrigued, like you just discovered something amazing
184	Look confident and determined, like you know something others don't
185	Look scared and whisper, like you're afraid of something

No.	Hook starter
186	Look angry and clench your jaw, like you're about to vent
187	Look sad and sigh, like you're carrying a heavy burden
188	Look excited and jump up and down with energy
189	Look thoughtful and look off into the distance before speaking
190	Look happy and clap your hands together
191	Look worried and shake your head slowly
194	Warren Buffett just did something he hasn't done in [VERIFIED NUMBER] years with his holdings
197	This chart tells us something critical is about to happen in the market
200	[TRUE STORY - USE ONLY IF TRUE] My portfolio lost [VERIFIED PERCENTAGE]. Here's what I learned and what I'd do differently
210	[TRUE STORY - USE ONLY IF TRUE] The sector that's about to explode according to the data I'm seeing
214	[TRUE STORY - USE ONLY IF TRUE] My net worth crossed [VERIFIED AMOUNT] illion. Here's my exact roadmap from [VERIFIED AMOUNT]
218	[TRUE STORY - USE ONLY IF TRUE] I tracked every dollar for [VERIFIED NUMBER] years. Here's what surprised me about spending
221	The bank doesn't want you to know this trick that saves thousands yearly
240	Should you buy or rent? The math is surprising for most situations
242	[TRUE STORY - USE ONLY IF TRUE] My rental property portfolio breakdown with warts and all honest details
243	The foreclosure wave is coming. Here's how to prepare for opportunities
245	The ZIP code where [VERIFIED AMOUNT] becomes [VERIFIED AMOUNT] illion in just [VERIFIED NUMBER] years
247	The house hacking strategy that lets you live for free in your home
251	The property feature that doubles in value over [VERIFIED NUMBER] years consistently
264	The compound interest calculator that will blow your mind about growth
285	How to earn [VERIFIED AMOUNT] this week with realistic steps you can take
292	The one food that burns belly fat faster than any exercise routine
295	The morning drink that boosts metabolism by [VERIFIED PERCENTAGE] according to science
302	[TRUE STORY - USE ONLY IF TRUE] The protein hack that helped me build muscle and burn fat simultaneously

No.	Hook starter
305	[TRUE STORY - USE ONLY IF TRUE] I went from obese to fit using this exact program for [VERIFIED NUMBER] months
310	The walking technique that burns twice as many calories as normal
316	The exercise that targets belly fat better than any other movement
324	[TRUE STORY - USE ONLY IF TRUE] The stretching routine that eliminated my back pain completely
332	The one ingredient that makes any salad taste like restaurant food
335	The protein source that's [VERIFIED MULTIPLIER] better than chicken for muscle building
338	The meal prep strategy that saves [VERIFIED NUMBER] hours per week in the kitchen
340	The supplement stack that natural bodybuilders use for optimal results
348	The food combination that optimizes digestion and nutrient absorption
350	The beverage that boosts metabolism and helps burn belly fat fast
375	[TRUE STORY - USE ONLY IF TRUE] The scaling strategy that took my revenue from [VERIFIED AMOUNT] to [VERIFIED AMOUNT] in a year
379	[TRUE STORY - USE ONLY IF TRUE] The hiring strategy that [VERIFIED MULTIPLIER] my productivity without adding costs
384	[TRUE STORY - USE ONLY IF TRUE] I scaled my agency from [VERIFIED AMOUNT] to [VERIFIED AMOUNT] annual revenue in [VERIFIED NUMBER] months
385	[TRUE STORY - USE ONLY IF TRUE] The partnership that brought me [VERIFIED AMOUNT] in revenue with zero effort
387	[TRUE STORY - USE ONLY IF TRUE] The delegation system that freed me to focus on revenue generating tasks
395	The objection handling script that closes [VERIFIED PERCENTAGE] of skeptical prospects
401	The closing technique that works better than any discount you can offer
407	The upsell technique that adds [VERIFIED PERCENTAGE] more revenue to every transaction
409	The guarantee that eliminates all risk and increases conversions dramatically
413	[TRUE STORY - USE ONLY IF TRUE] I went to couples therapy for [VERIFIED NUMBER] years. Here's the most important lesson
419	[TRUE STORY - USE ONLY IF TRUE] I asked my spouse this one question that transformed our connection
421	[TRUE STORY - USE ONLY IF TRUE] The date night routine that kept the spark alive in my marriage for years
433	[TRUE STORY - USE ONLY IF TRUE] The financial conversation that brought my partner and me closer together
437	[TRUE STORY - USE ONLY IF TRUE] I learned to support my partner's dreams using this technique daily

No.	Hook starter
439	[TRUE STORY - USE ONLY IF TRUE] The shared hobby that brought my partner and me closer than ever
472	[TRUE STORY - USE ONLY IF TRUE] I simplified my life and tripled my happiness using this approach
474	[TRUE STORY - USE ONLY IF TRUE] I went from overwhelmed to calm using this daily declutter system
475	[TRUE STORY - USE ONLY IF TRUE] The environment change that transformed my productivity overnight
478	[TRUE STORY - USE ONLY IF TRUE] The evening routine that helps me wake up energized every single day
484	[TRUE STORY - USE ONLY IF TRUE] The hobby that brought more joy into my life than I expected possible
486	[TRUE STORY - USE ONLY IF TRUE] I created the life of my dreams using this goal setting approach
490	[TRUE STORY - USE ONLY IF TRUE] The environment hack that made me more creative than ever before
492	[TRUE STORY - USE ONLY IF TRUE] I optimized my sleep and doubled my energy levels for productivity
493	[TRUE STORY - USE ONLY IF TRUE] The friendship quality over quantity mindset that improved my life
495	[TRUE STORY - USE ONLY IF TRUE] I created more free time using this efficiency system for daily tasks
496	[VERIFIED PERCENTAGE] of traders don't know about this pattern
500	All experts recommend this strategy. They're lying about the results it delivers
501	Everyone thinks you need to work [VERIFIED NUMBER] hours to succeed. That's completely false
502	[TRUE STORY - USE ONLY IF TRUE] I exercised every day for [VERIFIED NUMBER] days. Here's what happened to my body
504	[TRUE STORY - USE ONLY IF TRUE] I woke up at 5am for [VERIFIED NUMBER] days. Here's how it transformed my life
521	[TRUE STORY - USE ONLY IF TRUE] I'm about to reveal something I've never shared before with anyone
524	This offer ends tonight. Don't wait until it's too late to act
526	The price goes up tomorrow so lock in this deal now while you can
527	This method stops working after [date] so start using it today
530	Last chance to get this before it becomes mainstream knowledge
532	The deadline is approaching fast so make your decision today
533	This is the final day you can access this for free if you want it
537	[TRUE STORY - USE ONLY IF TRUE] The transformation that surprised me most about [topic]
540	[TRUE STORY - USE ONLY IF TRUE] My [area] completely changed after learning this one concept
542	[TRUE STORY - USE ONLY IF TRUE] I transformed my [area] using this simple approach that anyone can do

No.	Hook starter
545	The popular advice about [topic] is actually making you fail at life
546	[TRUE STORY - USE ONLY IF TRUE] I'm going against everything you've been told about [topic] and here's why
549	This popular belief about [topic] is a complete lie that wastes your time
552	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the [industry] for lying about [topic] to you
556	The world's leading experts on [topic] all agree on this one thing
559	The research proves that [topic] works this way and not the way you think
560	According to data from [source], this is what's happening with [topic]
562	Science says [topic] works this way. Here's the proof from researchers
582	Start with ONE hook category that matches your niche and style
583	Practice saying hooks out loud until they feel natural to you
584	Test different hooks and track which ones get the most engagement
585	Mix and match hook styles to create your own unique combinations
586	Keep your hooks simple and easy to understand for your audience
587	Always deliver on the promise your hook makes in your content
588	Update your hooks regularly to keep your content fresh and engaging
598	[VERIFIED PERCENTAGE] of people don't know how to build an audience. here's how...
599	A day in the life of a successful entrepreneur
602	[TRUE STORY - USE ONLY IF TRUE] All right, i have to confess something that's been on my mind for a long time
606	Are you obsessed with growing your following? then this is for you
607	Are you still doing things the old way?
608	Are you struggling to find work-life balance?
612	Are you tired of watching videos that don't help? try this!
615	Attempting the viral trend-here's how it went...
616	Attention content creators, you need to see this!
619	Believe in yourself-you've got this...
620	Best tips for mastering photography in one week

No.	Hook starter
623	Breaking news: follow with an interesting topic about virality
627	Calling all entrepreneurs!
628	Calling all beginners! resist the urge to give up. here's why
629	Calling all content creators: revolutionize your strategy with this hack!
631	[TRUE STORY - USE ONLY IF TRUE] Can i complete this challenge in [VERIFIED NUMBER] hours? let's find out...
634	[TRUE STORY - USE ONLY IF TRUE] Can i share a quick tip? here's concise, valuable advice for free
637	Can you handle this challenge to double your views?
638	[TRUE STORY - USE ONLY IF TRUE] Can you make [VERIFIED AMOUNT] in one month? well... today we're gonna find out
639	Can you relate to struggling with content creation?
640	Can you spot the difference in good vs great photos?
641	Challenge yourself with this easy tip to improve instantly
642	Check out this epic before-and-after transformation!
643	Check this out-this is amazing photography...
644	[TRUE STORY - USE ONLY IF TRUE] Come with me to shoot at this incredible location
646	Comment fire if you want a step-by-step guide for yourself!
647	A day in the life of a content creator making [VERIFIED AMOUNT]
653	Do not buy that lens until you watch this video
654	Do this to instantly improve your photography skills
664	Don't do this if you're serious about growing your audience!
665	Don't ever buy expensive gear. instead, do what the successful do instead
666	Don't forget to follow for more tips about success...
668	Don't let fear hold you back-take the leap...
670	Don't miss out on this limited-time opportunity!
671	Don't scroll! you'll want to see this transformation
675	Don't buy that, buy this instead for better results
679	Don't scroll if you love creating content!

No.	Hook starter
680	Don't scroll if you want to get more views...
682	Double-tap if you can relate to struggling with consistency...
683	Duet this if you agree that consistency is key!
684	Easy guide to achieving viral content success
690	Ever wondered how successful creators plan their week?
695	[TRUE STORY - USE ONLY IF TRUE] Everyone please say a prayer for my next big project...
697	Everyone's talking about this new trend in photography
702	Here's what professional photographers won't tell you about success
704	This is what successful influencers know that you don't about going viral
709	What your favorite creators don't tell their followers
711	What most people miss about virality
714	What successful entrepreneurs know about failure
718	What social media companies don't want creators to know
720	What experienced creators know that beginners don't
725	What successful people know about taking risks
729	What big accounts don't want smaller accounts to know
733	What most viral creators know about hooks
735	What successful marketers know about human psychology
737	What content creators should know about virality
741	What experienced creators know about keeping viewers
743	What they don't teach in social media courses
745	What successful creators know about niches
749	What top creators know about content quality
755	What successful creators know about authenticity
759	What experienced creators know about viewer retention
763	What would you do if you knew you couldn't fail?

No.	Hook starter
771	What's the one thing that makes content go viral?
784	What's the one thing that separates hobbyists from professionals?
787	[TRUE STORY - USE ONLY IF TRUE] What's the biggest lesson I learned from my biggest failure?
789	What would happen if you posted every day for a year?
795	What's the one skill you need to succeed in the digital age?
797	What's the real reason you're not making progress?
802	What's the one thing that could transform your content?
812	What would happen if you stopped caring about what others think?
814	What's the one belief that holds most people back?
819	What's the one thing you need to master to succeed online?
825	[TRUE STORY - USE ONLY IF TRUE] I make [VERIFIED AMOUNT] a month from my bedroom with no team
829	This common belief is actually costing you opportunities
832	[TRUE STORY - USE ONLY IF TRUE] This simple change made me more productive than ever
833	The thing everyone tells you to do is actually slowing you down
835	The most valuable skill doesn't cost anything to learn
837	The shortcut that worked better than the long way around
838	[TRUE STORY - USE ONLY IF TRUE] I quit the 'safe' job and never been happier or richer
839	This mainstream advice is keeping you stuck
842	[TRUE STORY - USE ONLY IF TRUE] This 'failed' experiment became my most successful product
843	[TRUE STORY - USE ONLY IF TRUE] The thing I thought was holding me back was actually my advantage
845	This belief that everyone has is killing your potential
846	[TRUE STORY - USE ONLY IF TRUE] The most profitable thing I did was the cheapest
848	This popular strategy is actually making you fail
850	[TRUE STORY - USE ONLY IF TRUE] I ignored every piece of advice and succeeded anyway
851	This 'boring' approach is more powerful than any hack
855	The thing no one wants to hear is the most important advice

No.	Hook starter
860	This 'outdated' strategy is making a huge comeback
865	[TRUE STORY - USE ONLY IF TRUE] I took the long way around and got there faster
867	The thing that seemed too good to be true actually worked
874	[TRUE STORY - USE ONLY IF TRUE] My life changed when I learned this one simple concept
875	[TRUE STORY - USE ONLY IF TRUE] I went from [VERIFIED AMOUNT] to [VERIFIED AMOUNT] in revenue using this same strategy
877	[TRUE STORY - USE ONLY IF TRUE] I got fired from my job and turned it into my biggest win
881	[TRUE STORY - USE ONLY IF TRUE] My biggest breakthrough came from my biggest failure
882	[TRUE STORY - USE ONLY IF TRUE] The moment I realized what actually separates winners from losers
886	[TRUE STORY - USE ONLY IF TRUE] I built an audience of 500k without showing my face online
888	[TRUE STORY - USE ONLY IF TRUE] The time a stranger's comment changed my entire approach
891	[TRUE STORY - USE ONLY IF TRUE] The story of how I created my best product from scratch
894	[TRUE STORY - USE ONLY IF TRUE] The day I stopped pretending to be perfect and started being real
896	[TRUE STORY - USE ONLY IF TRUE] My life changed when I stopped chasing and started creating value
899	[TRUE STORY - USE ONLY IF TRUE] My breakthrough moment came when I least expected it
900	[TRUE STORY - USE ONLY IF TRUE] The day I chose growth over comfort and what happened
906	[TRUE STORY - USE ONLY IF TRUE] The day I decided to charge [VERIFIED MULTIPLIER] more and what happened next
907	[TRUE STORY - USE ONLY IF TRUE] I went from average to top performer using this one mindset shift
911	[TRUE STORY - USE ONLY IF TRUE] My transformation from no confidence to full confidence
914	[TRUE STORY - USE ONLY IF TRUE] My breakthrough happened when I stopped trying to be perfect
916	[TRUE STORY - USE ONLY IF TRUE] I turned my smallest idea into my biggest success
918	[TRUE STORY - USE ONLY IF TRUE] The time I almost gave up everything and what saved me
926	[TRUE STORY - USE ONLY IF TRUE] I changed this one thing and my life completely changed
930	[TRUE STORY - USE ONLY IF TRUE] The simple change that made my photos look professional
932	[TRUE STORY - USE ONLY IF TRUE] This one hack transformed how I create content completely
991	Parents, this one thing will change how you see your kids forever

No.	Hook starter
993	Hey people who feel like they're falling behind-this is for you
998	If you're scared to start, this message is for you
1001	If you're tired of starting over, watch this solution
1002	Hey people who want instant results-this will save you
1003	Calling all dreamers-you need to hear this reality check
1004	If you feel like you're not good enough, watch this
1007	If you struggle with self-doubt, this will change your thinking
1008	Hey people who think success is luck-this will change your mind
1010	Hey people who don't believe in yourself-read this
1011	Calling all people who feel behind in life-this is important
1013	Hey people who quit too soon-this message will motivate you
1014	Calling all people who feel overwhelmed-this is your solution
1015	If you've failed before and you're scared to try again, watch this
1017	Calling all people who doubt their skills-this is for you
1018	If you're tired of starting and stopping, see this simple fix
1019	Hey people who think they're too old for this-this will inspire you
1020	Calling all people who feel lost-this will give you direction
1022	Hey people who feel judged-this will free your mind
1023	Calling all people who struggle with consistency-this is key
1024	If you think you're not talented enough, watch this
1025	Hey people who waste time on social media-this will wake you up
1026	Calling all people who want financial freedom-this is your path
1027	If you're scared to put yourself out there, see this encouragement
1029	Calling all people who feel like frauds-this is for you
1030	If you struggle to find your purpose, watch this guide
1031	Hey people who are tired of being broke-this is a solution

No.	Hook starter
1032	Calling all people who feel stuck in their jobs-this is an option
1033	If you're scared to take risks, see this perspective
1035	Calling all people who are tired of half-measures-this is what works
1036	If you don't think you're disciplined enough, watch this
1037	Hey people who feel like failures-this will restore your hope
1038	Calling all people who think they don't have time-this is for you
1040	Hey people who feel like they started too late-this will motivate you
1041	Calling all people who are tired of just surviving-this is thriving
1042	If you don't think you're smart enough, watch this
1043	Hey people who feel unworthy of success-this will change that
1044	Calling all people who struggle to believe in themselves
1046	Hey people who feel like they're not making progress
1047	Calling all people who are tired of playing small-this is big
1048	If you think you can't make it, watch this success story
1049	Hey people who are scared of rejection-this will help
1050	Calling all people who want to stand out-this is how
1052	Hey people who want to be like others-this will free you
1053	Calling all people who are tired of average-this is excellence
1054	If you're scared of being yourself-this is freedom
1056	Calling all people who want to level up-this is your path
1057	If you're tired of being average, see how to be exceptional
1058	Hey people who feel like imposters-this will validate you
1060	Start in slow motion and speed up to normal
1061	Make an entrance like a celebrity at an event
1063	Come down stairs dramatically at the start
1064	Enter from a window like you're sneaking in

No.	Hook starter
1065	Begin while running and come to a sudden stop
1066	Start with a dramatic hair flip movement
1068	Start by spinning a chair and sitting on it
1069	Enter through curtains like you're on stage
1070	Jump onto a desk and sit there for the video
1071	Start while doing a handstand, then flip up
1072	Come out from behind a couch at the start
1073	Start from a car trunk or back seat opening
1074	Emerge from behind a wall or pillar dramatically
1075	Slide in on your knees to start speaking
1076	Come out of a box or package being opened
1078	Enter while juggling something and catch it
1079	Come out with a cape flowing behind you
1080	Start with confetti in the air falling around you
1081	Enter through a fog machine mist
1082	Start in a dark room and walk into the light
1083	Come out of a freezer or cold storage area
1084	Emerge from a tent or camping setup
1086	Enter on a motorcycle or bike dramatically
1088	Slide across the floor to start speaking
1089	Start by falling and getting up quickly
1091	Start while walking a dog and the dog does something
1092	Enter through a doorway and close the door behind you
1094	Start by appearing in a mirror showing something
1095	Jump out from behind furniture suddenly
1096	Enter while riding a scooter or hoverboard

No.	Hook starter
1099	Start behind a window and wipe the glass
1100	Enter while spinning something on your finger
1101	Come out from behind a curtain and pull it
1102	Start by opening a door behind you dramatically
1103	Emerge from inside a refrigerator or cold area
1105	Start from a boat or watercraft coming into view
1106	Enter on roller skates or rollerblades
1107	Come out of a helicopter or aircraft door
1109	Enter on a surfboard or skateboard on ground
1110	Jump from a plane with parachute behind you
1113	Hold a parking ticket and tell a funny story
1115	Hold a rejection letter and explain your comeback
1117	Hold a lottery ticket and tell what happened
1121	Hold a wedding dress or suit and tell the story
1123	Hold a medical report and talk about your recovery
1127	Hold a resignation letter and explain your freedom
1129	Hold a foreclosure notice and explain your turnaround
1131	Hold a viral video thumbnail and explain what happened
1133	Hold a lawsuit paper and explain how you won
1141	Hold an award ceremony ticket and explain your achievement
1143	Hold a TED Talk invitation and explain your topic
1145	Hold a book deal contract and explain your message
1149	Hold a consulting contract and explain your expertise
1153	Hold a lawsuit settlement and explain your justice
1156	Hold a nonprofit charter and explain your mission
1164	Hold a speaking gig schedule and explain your expertise

No.	Hook starter
1166	Hold a mastermind invitation and explain your network
1168	Hold a certification badge and explain your expertise
1170	Hold a personal development journal and open it
1172	Hold a goal setting worksheet and explain your system
1174	Hold a morning routine schedule and explain your power
1179	Hold a makeup brush and explain your art
1181	Hold a fashion outfit and explain your style
1182	Start by throwing something in the air and catching it
1183	Open an umbrella or indoors and react
1184	Put on sunglasses indoors and look cool
1185	Start by putting on a costume or disguise
1186	Begin by opening a box revealing something exciting
1192	Begin with your laptop showing a notification
1193	Start with your TV showing breaking news
1196	Start with your calendar showing a packed schedule
1198	Begin with your analytics showing a spike
1201	Begin with your reminders list and check items
1202	Start with your alarm going off and you waking up
1204	Begin with your planner showing a busy week
1205	Start with your wallet showing little cash
1207	Begin with your gas tank on empty and sigh
1208	Start with your messy desk and groan about it
1210	Start with your phone not charging and panic
1212	Begin with your printer out of ink and sigh
1213	Start with your coffee machine broken and groan
1215	Begin with your keys lost and search frantically

No.	Hook starter
1216	Start with your shoes untied and trip almost
1218	Begin with your hair a mess in the mirror
1219	Start with your mirror fogged up from shower
1221	Begin with your floor covered in clothes
1222	Start with your bed unmade and jump on it
1224	Begin with your trash can overflowing
1225	Start with your laundry basket full and groan
1227	Begin with your phone showing [VERIFIED PERCENTAGE] battery
1228	Start with your car stuck in mud or snow
1230	Begin with your microwave sparking
1231	Start with your blender exploding food
1233	Begin with your sink clogged and water rising
1234	Start with your toilet not flushing
1235	Look proud and put your hands on your hips
1236	Look amazed and blink rapidly in disbelief
1237	Look confused and rub your temples
1238	Look shocked and put your hand on your chest
1239	Look excited and bounce on your feet
1240	Look serious and cross your arms
1241	Look curious and tap your chin
1242	Look amazed and shake your head side to side
1243	Look excited and dance a little bit
1244	Look excited and scream with joy
1245	Look surprised and spin around
1246	Look shocked and fall to the ground dramatically
1247	Look excited and fist pump the air

No.	Hook starter
1248	Look surprised and cover your ears
1249	Look frustrated and throw your hands up
1250	Look sad and look down at the ground
1251	Look confused and shrug your shoulders
1252	Look excited and spin in a circle
1253	Look amazed and drop to your knees
1254	Look surprised and jump up on something
1255	Look excited and start pacing back and forth
1256	Look serious and stand up very straight
1257	Look amused and start laughing uncontrollably
1258	Look excited and start jumping up and down
1259	Look shocked and freeze completely still
1260	Look frustrated and put your head in your hands
1261	Look sad and wipe away a tear
1262	Look confused and look around for something
1263	Look excited and clap and cheer
1264	Look amazed and roll onto your back
1265	Look excited and run in place
1267	[TRUE STORY - USE ONLY IF TRUE] I'm trying this challenge for [VERIFIED NUMBER] days. Here's what happened day one
1268	[TRUE STORY - USE ONLY IF TRUE] Can I complete this task in one hour? Watch and see the results
1269	[TRUE STORY - USE ONLY IF TRUE] I'm attempting something I've never done before... here goes nothing
1270	[TRUE STORY - USE ONLY IF TRUE] I bet I can make [VERIFIED AMOUNT] in [VERIFIED NUMBER] hours starting from zero. Let's go
1272	[TRUE STORY - USE ONLY IF TRUE] I'm going to learn a new skill in [VERIFIED NUMBER] days. Day one starts now
1273	[TRUE STORY - USE ONLY IF TRUE] Can I make a viral video using only my phone? Let's try
1275	[TRUE STORY - USE ONLY IF TRUE] Can I live on [VERIFIED AMOUNT] for a week? Here comes the challenge

No.	Hook starter
1276	[TRUE STORY - USE ONLY IF TRUE] I'm going to wake up at 5am every day for [VERIFIED NUMBER] days. Watch
1279	[TRUE STORY - USE ONLY IF TRUE] Can I save [VERIFIED AMOUNT] in [VERIFIED NUMBER] days? Starting today with [VERIFIED AMOUNT]
1280	[TRUE STORY - USE ONLY IF TRUE] I'm going to create content every single day for [VERIFIED NUMBER] days
1282	[TRUE STORY - USE ONLY IF TRUE] I'm going to try the viral trend challenge. Here's what happened
1285	[TRUE STORY - USE ONLY IF TRUE] Can I become fluent in a new language in [VERIFIED NUMBER] months? Let's go
1286	[TRUE STORY - USE ONLY IF TRUE] I'm going to completely declutter my home in one weekend
1292	[TRUE STORY - USE ONLY IF TRUE] I'm going to create an online course in one week. Day one
1294	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the 4am club challenge for [VERIFIED NUMBER] days straight
1295	[TRUE STORY - USE ONLY IF TRUE] Can I turn [VERIFIED AMOUNT] into [VERIFIED AMOUNT] in two weeks? Starting now
1298	[TRUE STORY - USE ONLY IF TRUE] I'm attempting to run a marathon in [VERIFIED NUMBER] months. Watch me train
1300	[TRUE STORY - USE ONLY IF TRUE] I'm going to become a morning person for [VERIFIED NUMBER] days. Day one
1302	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the 'no social media' challenge for [VERIFIED NUMBER] days
1304	[TRUE STORY - USE ONLY IF TRUE] I'm going to try every productivity hack for a month each
1306	[TRUE STORY - USE ONLY IF TRUE] I'm attempting to meal prep for [VERIFIED NUMBER] days straight. Day one
1308	[TRUE STORY - USE ONLY IF TRUE] I'm going to create a podcast and launch in [VERIFIED NUMBER] days. Here we go
1310	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the cold shower challenge for [VERIFIED NUMBER] days
1311	[TRUE STORY - USE ONLY IF TRUE] Can I write a book in [VERIFIED NUMBER] days? Starting from scratch today
1312	[TRUE STORY - USE ONLY IF TRUE] I'm going to learn coding in [VERIFIED NUMBER] days. Watch my progress
1314	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the [VERIFIED AMOUNT] month challenge. Starting fresh now
1315	[TRUE STORY - USE ONLY IF TRUE] Can I become a public speaker in [VERIFIED NUMBER] days? Starting with training
1316	[TRUE STORY - USE ONLY IF TRUE] I'm going to start a YouTube channel from zero. Day one begins
1320	[TRUE STORY - USE ONLY IF TRUE] I'm going to become a top creator in my niche. Watch my growth
1322	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the 'say yes to everything' challenge for [VERIFIED NUMBER] days
1323	[TRUE STORY - USE ONLY IF TRUE] Can I create a profitable online community? Starting today
1324	[TRUE STORY - USE ONLY IF TRUE] I'm going to master video editing in [VERIFIED NUMBER] days. Day one

No.	Hook starter
1326	[TRUE STORY - USE ONLY IF TRUE] I'm attempting to learn a new language for free. Here's my plan
1330	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the no caffeine challenge for [VERIFIED NUMBER] days
1331	[TRUE STORY - USE ONLY IF TRUE] Can I become a bestselling author in one year? Starting now
1333	[TRUE STORY - USE ONLY IF TRUE] Can I make [VERIFIED AMOUNT] in [VERIFIED NUMBER] days with this one strategy?
1335	[TRUE STORY - USE ONLY IF TRUE] Can I create an empire while working only [VERIFIED NUMBER] hours a week?
1336	[TRUE STORY - USE ONLY IF TRUE] I'm going to become the go-to expert in my field. Here's my plan
1338	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the [VERIFIED AMOUNT] to [VERIFIED AMOUNT] challenge. Starting with nothing
1339	[TRUE STORY - USE ONLY IF TRUE] Can I become financially free in [VERIFIED NUMBER] years? My roadmap starts today
1340	[TRUE STORY - USE ONLY IF TRUE] I can't believe this actually worked! Try it and see for yourself
1341	[TRUE STORY - USE ONLY IF TRUE] I can't believe I didn't know this sooner about success
1342	[TRUE STORY - USE ONLY IF TRUE] I can't believe more people aren't talking about this goldmine
1343	[TRUE STORY - USE ONLY IF TRUE] I can't believe what I just discovered in the content world
1344	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is real... this is life-changing
1347	[TRUE STORY - USE ONLY IF TRUE] I can't believe how simple this was to implement
1350	[TRUE STORY - USE ONLY IF TRUE] I can't believe this hack changed my life completely
1351	[TRUE STORY - USE ONLY IF TRUE] I can't believe how well this strategy works for beginners
1352	[TRUE STORY - USE ONLY IF TRUE] I can't believe this works better than expensive courses
1353	[TRUE STORY - USE ONLY IF TRUE] I can't believe how much time this saved me
1354	[TRUE STORY - USE ONLY IF TRUE] I can't believe the results I'm seeing after just one week
1355	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is still not mainstream knowledge
1356	[TRUE STORY - USE ONLY IF TRUE] I can't believe more creators don't know about this trick
1357	[TRUE STORY - USE ONLY IF TRUE] I can't believe this one change [VERIFIED MULTIPLIER] my engagement
1359	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is all you need to get started
1360	[TRUE STORY - USE ONLY IF TRUE] I can't believe this was hiding in plain sight
1361	[TRUE STORY - USE ONLY IF TRUE] I can't believe the algorithm rewarded me for this

No.	Hook starter
1363	[TRUE STORY - USE ONLY IF TRUE] I can't believe how much easier this makes everything
1364	[TRUE STORY - USE ONLY IF TRUE] I can't believe this works for every single niche
1365	[TRUE STORY - USE ONLY IF TRUE] I can't believe I didn't learn this in school
1366	[TRUE STORY - USE ONLY IF TRUE] I can't believe professionals don't teach this
1367	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is still not common practice
1368	[TRUE STORY - USE ONLY IF TRUE] I can't believe people pay for this when it's free
1369	[TRUE STORY - USE ONLY IF TRUE] I can't believe how powerful this simple trick is
1370	[TRUE STORY - USE ONLY IF TRUE] I can't believe I overlooked this for so long
1371	[TRUE STORY - USE ONLY IF TRUE] I can't believe the ROI on this is so incredible
1372	[TRUE STORY - USE ONLY IF TRUE] I can't believe this doesn't cost anything to try
1373	[TRUE STORY - USE ONLY IF TRUE] I can't believe more people aren't doing this already
1374	[TRUE STORY - USE ONLY IF TRUE] I can't believe this changed my entire perspective
1375	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the missing piece of the puzzle
1376	[TRUE STORY - USE ONLY IF TRUE] I can't believe my results are this good now
1377	[TRUE STORY - USE ONLY IF TRUE] I can't believe others aren't sharing this hack
1378	[TRUE STORY - USE ONLY IF TRUE] I can't believe how effective this approach is
1380	[TRUE STORY - USE ONLY IF TRUE] I can't believe the impact this had on my growth
1381	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the key that unlocks everything
1382	[TRUE STORY - USE ONLY IF TRUE] I can't believe more people haven't discovered this yet
1383	[TRUE STORY - USE ONLY IF TRUE] I can't believe this technique is so underutilized
1384	[TRUE STORY - USE ONLY IF TRUE] I can't believe the potential in this approach is endless
1385	[TRUE STORY - USE ONLY IF TRUE] I can't believe this was hiding from me all along
1386	[TRUE STORY - USE ONLY IF TRUE] I can't believe I'm only sharing this now
1387	[TRUE STORY - USE ONLY IF TRUE] I can't believe this works for even veteran creators
1388	[TRUE STORY - USE ONLY IF TRUE] I can't believe the success stories from this one method
1389	[TRUE STORY - USE ONLY IF TRUE] I can't believe this doesn't have a course behind it

No.	Hook starter
1390	[TRUE STORY - USE ONLY IF TRUE] I can't believe how beginner-friendly this actually is
1391	[TRUE STORY - USE ONLY IF TRUE] I can't believe the simplicity of this winning formula
1392	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the fastest way to grow
1393	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the most underrated strategy
1394	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the foundation of success
1395	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the core principle that works
1396	[TRUE STORY - USE ONLY IF TRUE] I can't believe more people don't live by this
1398	[TRUE STORY - USE ONLY IF TRUE] I can't believe this gives you an unfair advantage
1399	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is completely free to access
1400	[TRUE STORY - USE ONLY IF TRUE] I can't believe this transforms struggling creators
1401	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the hack everyone needs
1402	[TRUE STORY - USE ONLY IF TRUE] I can't believe this method stands the test of time
1403	[TRUE STORY - USE ONLY IF TRUE] I can't believe this still works in today's algorithm
1404	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the key to consistent growth
1405	[TRUE STORY - USE ONLY IF TRUE] I can't believe this beats any paid tool available
1406	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the only thing you need
1407	[TRUE STORY - USE ONLY IF TRUE] I can't believe this has been under our noses
1409	[TRUE STORY - USE ONLY IF TRUE] I can't believe this changes everything for creators
1410	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the shortcut everyone wants
1411	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the most effective method
1412	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the breakthrough everyone seeks
1413	[TRUE STORY - USE ONLY IF TRUE] I can't believe this brings results so quickly
1414	[TRUE STORY - USE ONLY IF TRUE] I can't believe this transforms average creators
1416	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is what separates top creators
1417	Hot take: this is the biggest lie in the content industry
1418	[TRUE STORY - USE ONLY IF TRUE] I'm probably going to get hate for this, but I don't care about likes

No.	Hook starter
1420	[TRUE STORY - USE ONLY IF TRUE] Don't hate me, but working more than [VERIFIED NUMBER] hours is stupid and counterproductive
1424	[TRUE STORY - USE ONLY IF TRUE] This might upset some people, but I have to be honest about this
1426	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the entire industry on this one scam they're running
1428	Hot take: your morning routine is wasting your time every day
1430	[TRUE STORY - USE ONLY IF TRUE] I'm going to be honest about something most creators hide
1432	Hot take: the algorithm doesn't care about your content quality
1435	[TRUE STORY - USE ONLY IF TRUE] Hot take: working less made me more successful than ever
1437	[TRUE STORY - USE ONLY IF TRUE] I'm going against the grain with this opinion about growth
1438	Hot take: your niche is making you poor instead of rich
1440	[TRUE STORY - USE ONLY IF TRUE] I'm about to say something that will make people angry
1446	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the lie that everyone spreads about overnight success
1447	Hot take: more content is NOT always better than quality content
1449	[TRUE STORY - USE ONLY IF TRUE] I'm going against everything you've been told about success
1452	[TRUE STORY - USE ONLY IF TRUE] I'm about to challenge what you believe about content creation
1453	Hot take: having a niche is overrated and here's why
1458	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the fraud in the coaching industry right now
1461	[TRUE STORY - USE ONLY IF TRUE] I'm going to be the one who says what everyone's thinking
1462	Hot take: being authentic is not always the best strategy for growth
1464	[TRUE STORY - USE ONLY IF TRUE] I'm going to challenge your belief about what makes someone successful
1467	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the fake hustle culture that's destroying people
1470	[TRUE STORY - USE ONLY IF TRUE] I'm going against the grain of conventional advice everyone gives
1471	Hot take: traditional networking is dead and here's what's replacing it
1474	Hot take: most products and services are severely overpriced
1476	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the real reason you're not growing online
1479	[TRUE STORY - USE ONLY IF TRUE] I'm going to challenge your belief about what makes content good

No.	Hook starter
1480	Hot take: following trends is making you generic and forgettable
1482	[TRUE STORY - USE ONLY IF TRUE] I'm going to say something that will change how you see growth
1483	[TRUE STORY - USE ONLY IF TRUE] Hot take: most viral content is actually garbage but we keep watching
1486	In [VERIFIED NUMBER] years, this skill won't exist anymore. Here's what to learn instead
1487	The next big opportunity is coming. Get ready by starting this today
1488	Something massive is about to happen in the creator economy
1489	This is the biggest opportunity of the decade. Don't miss your chance
1490	By the end of this year, everyone will be talking about this niche
1492	This skill is going to be worth millions soon. Learn it now
1493	In [VERIFIED NUMBER] years, content creation will be like this. Are you ready?
1494	The next wave of social media is coming. Here's how to prepare
1499	Put down your phone and pay attention to this important message
1500	If you skip this advice, you'll regret it for years
1502	This is the ONE thing you must start doing today for success
1504	Don't touch anything until you've seen this solution
1505	If you've ever felt like giving up, watch this and feel hope
1506	This is for everyone who is struggling right now with their dreams
1507	[TRUE STORY - USE ONLY IF TRUE] I know exactly how you feel because I've been exactly where you are
1508	[TRUE STORY - USE ONLY IF TRUE] This saved my life when nothing else seemed to work
1509	If you're tired, broken, or feeling lost-this message is for you
1511	[TRUE STORY - USE ONLY IF TRUE] I've walked in your shoes. Here's how I climbed out of the pit
1512	This message is for someone who needs to hear it today
1513	If you're feeling alone in your struggle, watch this-you're not alone
1515	[TRUE STORY - USE ONLY IF TRUE] You won't believe what happened to me after posting this video
1517	You won't believe what this person did to become a millionaire
1519	[TRUE STORY - USE ONLY IF TRUE] You won't believe this simple change made me thousands of dollars

No.	Hook starter
1521	You won't believe what this viral video really took to create
1522	You won't believe how this ordinary person became famous online
1523	You won't believe the crazy story behind this viral moment
1525	[TRUE STORY - USE ONLY IF TRUE] This is going to make professionals hate me...
1531	This is what successful people know that you don't.
1532	Your phone is lying to you about this feature...
1537	The most expensive thing in your house... and how to use it better.
1548	[TRUE STORY - USE ONLY IF TRUE] The time I failed so badly that I almost gave up.
1552	[TRUE STORY - USE ONLY IF TRUE] I met someone who changed how I see everything.
1556	Wave your hand and then point at something.
1557	Bounce or bob your head slightly as you speak.
1559	Hold a microphone like a pro broadcaster.
1561	Hold up a before-and-after photo.
1563	[TRUE STORY - USE ONLY IF TRUE] Hold a letter or document and say 'I couldn't believe this.'
1565	Start by writing something on a whiteboard or paper.
1566	Light a candle and look at it thoughtfully.
1567	Pour a drink and take a sip before talking.
1568	Brush your hair while explaining something.
1569	Make dinner while telling your story.
1570	Look shocked, like you just heard something unbelievable.
1571	Look confused and tilt your head.
1573	Look frustrated and sigh heavily.
1574	Look curious and intrigued, like you just discovered something.
1585	Everyone is serious-try being funny and silly.
1586	Everyone talks fast-try speaking very slowly and calmly.
1588	Everyone does tutorials-try telling a dramatic story instead.

No.	Hook starter
1590	[TRUE STORY - USE ONLY IF TRUE] I'm trying this challenge for [VERIFIED NUMBER] days. Here's what happened.
1591	[TRUE STORY - USE ONLY IF TRUE] Can I complete this in one hour? Watch and see.
1592	[TRUE STORY - USE ONLY IF TRUE] I'm attempting something I've never done before...
1594	[TRUE STORY - USE ONLY IF TRUE] I can't believe this actually worked!
1595	[TRUE STORY - USE ONLY IF TRUE] I can't believe I didn't know this sooner.
1596	[TRUE STORY - USE ONLY IF TRUE] I can't believe more people aren't talking about this.
1597	[TRUE STORY - USE ONLY IF TRUE] I can't believe what I just discovered!
1598	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is real...
1600	[TRUE STORY - USE ONLY IF TRUE] I can't believe the difference this made.
1601	[TRUE STORY - USE ONLY IF TRUE] I can't believe how simple this was.
1602	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is free.
1604	Hot take: this is the biggest lie in the industry.
1605	[TRUE STORY - USE ONLY IF TRUE] I'm probably going to get hate for this, but...
1607	[TRUE STORY - USE ONLY IF TRUE] Don't hate me, but working more than [VERIFIED NUMBER] hours is stupid.
1611	[TRUE STORY - USE ONLY IF TRUE] This might upset some people, but I have to say it.
1613	[TRUE STORY - USE ONLY IF TRUE] I'm calling out the entire industry on this one.
1614	This trend is going to explode in [CURRENT YEAR]. Here's why.
1615	In [VERIFIED NUMBER] years, this job won't exist anymore.
1616	The next big thing is coming, and here's what it is.
1617	Something big is about to happen in this industry.
1618	This is the biggest opportunity of the decade. Don't miss it.
1619	By the end of this year, everyone will be talking about this.
1620	The next wave of social media is going to change everything.
1621	This skill is going to be worth millions soon.
1622	The future of work looks like this...
1623	In [VERIFIED NUMBER] years, this will be normal. Get ready now.

No.	Hook starter
1625	Don't buy this until you watch this video.
1628	Put down your phone and pay attention to this.
1629	If you skip this, you'll regret it later.
1630	Don't ignore this advice if you want to win.
1631	This is the one thing you need to start doing today.
1632	Never do this again if you want results.
1633	Don't touch that until you've seen this.
1634	If you've ever felt like giving up, watch this.
1635	This is for everyone who is struggling right now.
1636	[TRUE STORY - USE ONLY IF TRUE] I know exactly how you feel. I've been there too.
1637	[TRUE STORY - USE ONLY IF TRUE] This saved me when nothing else could.
1638	If you're tired, broken, or lost-this is for you.
1639	You deserve to hear this, even if no one told you before.
1640	[TRUE STORY - USE ONLY IF TRUE] I've been where you are. Here's how I got out.
1641	This message is for someone who needs it today.
1642	If you're feeling alone, you're not. Watch this.
1649	Warren Buffett just did something he hasn't done in [VERIFIED NUMBER] years.
1652	This chart tells us something critical is about to happen.
1655	[TRUE STORY - USE ONLY IF TRUE] My portfolio lost [VERIFIED PERCENTAGE]. Here's what I learned.
1666	[TRUE STORY - USE ONLY IF TRUE] My net worth crossed [VERIFIED AMOUNT] illion. Here's my exact roadmap.
1670	[TRUE STORY - USE ONLY IF TRUE] I tracked every dollar for [VERIFIED NUMBER] years. Here's what surprised me.
1673	The bank doesn't want you to know this trick.
1692	Should you buy or rent? The math is surprising.
1694	[TRUE STORY - USE ONLY IF TRUE] My rental property portfolio breakdown (warts and all).
1695	The foreclosure wave is coming. Here's how to prepare.
1697	The ZIP code where [VERIFIED AMOUNT] becomes [VERIFIED AMOUNT] illion in [VERIFIED NUMBER] years.

No.	Hook starter
1699	The house hacking strategy that lets you live for free.
1703	The property feature that doubles in value over [VERIFIED NUMBER] years.
1716	The compound interest calculator that will blow your mind.
1717	The net worth milestone that changes everything.
1737	How to earn [VERIFIED AMOUNT] this week (realistic steps).
1751	[TRUE STORY - USE ONLY IF TRUE] I'm about to reveal something I've never shared before.
1753	The real reason [situation] happens.
1754	Social Proof
1805	What beginners misunderstand about faceless YouTube
1814	What beginners misunderstand about productivity
1821	What beginners misunderstand about history
1822	What beginners misunderstand about education
1828	What beginners misunderstand about online courses
1829	What beginners misunderstand about digital products
1830	The simplest way to start with faceless YouTube this week
1839	The simplest way to start with productivity this week
1846	The simplest way to start with history this week
1847	The simplest way to start with education this week
1853	The simplest way to start with online courses this week
1854	The simplest way to start with digital products this week
1930	The part of faceless YouTube most tutorials skip
1939	The part of productivity most tutorials skip
1946	The part of history most tutorials skip
1947	The part of education most tutorials skip
1953	The part of online courses most tutorials skip
1954	The part of digital products most tutorials skip

Health, Lifestyle & Relationships

127 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
21	5 things you can do right now to improve your health
85	[TRUE STORY - USE ONLY IF TRUE] I stopped exercising and got healthier instead of worse
87	[TRUE STORY - USE ONLY IF TRUE] How I traveled the world without leaving my home office
88	This 'bad' habit actually makes you more productive instead of less
296	Why you're not losing weight despite eating healthy and exercising
298	[TRUE STORY - USE ONLY IF TRUE] This simple habit helped me lose 20 pounds in just [VERIFIED NUMBER] months
300	Why intermittent fasting works better than any diet for most people
301	[TRUE STORY - USE ONLY IF TRUE] I tried every diet for a year. Here's what actually produced results
303	Why your scale is lying to you about your actual progress in fitness
306	The supplement that actually works for weight loss and energy boost
307	Why crash diets make you gain more weight than you started with
308	[TRUE STORY - USE ONLY IF TRUE] The sleep hack that helped me lose 15 pounds without changing diet
309	[TRUE STORY - USE ONLY IF TRUE] I documented my weight loss journey day by day for [VERIFIED NUMBER] days
311	Why water intake matters more than you think for weight loss
312	The workout that burns 500 calories in just 30 minutes at home
313	Why you should never do cardio before weight training for best results
314	The home workout equipment that gives gym results without the gym
317	Why progressive overload is the most important principle in fitness
319	[TRUE STORY - USE ONLY IF TRUE] I transformed my body with zero equipment using bodyweight exercises
320	The fitness mistake that causes [VERIFIED PERCENTAGE] of workout injuries at home
325	Why machine exercises are inferior to free weights for muscle growth
326	The core workout that builds functional strength and visible abs
327	[TRUE STORY - USE ONLY IF TRUE] I went from skinny to muscular using this exact training program

No.	Hook starter
329	Why rest days are more important than workout days for progress
330	The pre-workout meal that maximizes energy and performance in gym
334	[TRUE STORY - USE ONLY IF TRUE] I followed the carnivore diet for [VERIFIED NUMBER] months. Here's my honest review
341	[TRUE STORY - USE ONLY IF TRUE] I switched to a plant-based diet. Here's what happened to my energy
342	The cooking oil that's healthier than olive oil for high heat cooking
345	[TRUE STORY - USE ONLY IF TRUE] I tried the 1200 calorie diet. Here's why it backfired on my health
346	The healthy snack that accelerates fat loss and tastes amazing
349	[TRUE STORY - USE ONLY IF TRUE] I cured my gut health issues using this exact dietary approach
412	The relationship mistake that destroys marriages before they begin
414	Why communication is the #1 skill for any successful relationship
415	The 5 love languages explained and how to use them in your relationship
416	[TRUE STORY - USE ONLY IF TRUE] I saved my 10-year relationship using this exact approach for conflict
418	[TRUE STORY - USE ONLY IF TRUE] The morning habit that strengthened my relationship more than therapy
420	Why active listening is the most powerful relationship skill you can learn
423	Why vulnerability is the secret to deeper intimacy in relationships
424	[TRUE STORY - USE ONLY IF TRUE] The boundary setting technique that actually improved my relationships
425	[TRUE STORY - USE ONLY IF TRUE] I discovered the #1 reason relationships fail according to research
426	Why quality time matters more than quantity for relationship health
427	The apology formula that always works to repair relationship damage
428	[TRUE STORY - USE ONLY IF TRUE] I fell out of love and then fell back in using this relationship method
429	Why trust is built in small moments, not grand gestures in relationships
430	[TRUE STORY - USE ONLY IF TRUE] The physical affection habit that transformed my marriage completely
431	[TRUE STORY - USE ONLY IF TRUE] I stopped these 5 behaviors and my relationship improved dramatically
432	Why shared goals are the foundation of every successful long-term relationship
434	[TRUE STORY - USE ONLY IF TRUE] I navigated a long-distance relationship successfully for [VERIFIED NUMBER] years this way

No.	Hook starter
435	Why forgiveness is the key to healing relationship wounds fully
436	[TRUE STORY - USE ONLY IF TRUE] The sex life upgrade that improved my entire relationship quality
438	Why laughing together is one of the strongest bonds in any relationship
440	[TRUE STORY - USE ONLY IF TRUE] I resolved this one conflict and it changed everything in my relationship
441	Why patience is the most underrated relationship skill available
477	[TRUE STORY - USE ONLY IF TRUE] I created my ideal morning routine in [VERIFIED NUMBER] days with these 5 habits
479	[TRUE STORY - USE ONLY IF TRUE] Why digital minimalism improved my mental health more than anything
481	[TRUE STORY - USE ONLY IF TRUE] The travel lifestyle that lets me work from anywhere in the world
487	[TRUE STORY - USE ONLY IF TRUE] The social media detox that improved my mental health dramatically
491	Why nature exposure is the missing element in modern life for health
498	[VERIFIED PERCENTAGE] of people fail at losing weight because of this one reason
503	[TRUE STORY - USE ONLY IF TRUE] I tried this diet for [VERIFIED NUMBER] weeks. My results shocked me and everyone I knew
505	10 pounds lost in [VERIFIED NUMBER] days using this one simple change to your diet
507	3 inches lost from your waist in [VERIFIED NUMBER] weeks with this home workout
510	Did you know that this one habit adds [VERIFIED NUMBER] years to your life expectancy?
791	What's the one habit that separates successful people from average people?
928	[TRUE STORY - USE ONLY IF TRUE] Here's what happened when I stopped doing this habit for good
931	[TRUE STORY - USE ONLY IF TRUE] How I fixed my bad habits in just one week of trying
933	[TRUE STORY - USE ONLY IF TRUE] See the difference when I started doing this daily habit
961	[TRUE STORY - USE ONLY IF TRUE] My mental health before and after I took social media breaks
963	[TRUE STORY - USE ONLY IF TRUE] My relationships before and after I started this practice
964	[TRUE STORY - USE ONLY IF TRUE] My skin before and after I used this one product
976	[TRUE STORY - USE ONLY IF TRUE] My consistency before and after I built this habit
1176	Hold a workout plan and explain your transformation
1278	[TRUE STORY - USE ONLY IF TRUE] I'm trying every diet for a month. Here's my honest results

No.	Hook starter
1287	[TRUE STORY - USE ONLY IF TRUE] Can I travel the world on [VERIFIED AMOUNT] ? Starting the journey now
1444	Hot take: hustle culture is destroying your mental health
1530	The shocking truth about 'healthy' food that companies hide.
1536	[TRUE STORY - USE ONLY IF TRUE] I stopped exercising and got healthier.
1538	[TRUE STORY - USE ONLY IF TRUE] How I traveled the world without leaving my job.
1539	This 'bad' habit actually makes you more productive.
1547	[TRUE STORY - USE ONLY IF TRUE] I tried every diet out there and this one actually worked.
1739	The weight loss mistake that keeps people stuck.
1740	Why your diet is failing (and the science behind it).
1761	The fitness mistake that makes good work look weak
1762	The healthy habits mistake that makes good work look weak
1763	The beauty mistake that makes good work look weak
1765	The relationships mistake that makes good work look weak
1770	The travel mistake that makes good work look weak
1811	What beginners misunderstand about fitness
1812	What beginners misunderstand about healthy habits
1813	What beginners misunderstand about beauty
1815	What beginners misunderstand about relationships
1820	What beginners misunderstand about travel
1836	The simplest way to start with fitness this week
1837	The simplest way to start with healthy habits this week
1838	The simplest way to start with beauty this week
1840	The simplest way to start with relationships this week
1845	The simplest way to start with travel this week
1861	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do fitness with the practical way
1862	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do healthy habits with the practical way

No.	Hook starter
1863	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do beauty with the practical way
1865	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do relationships with the practical way
1870	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do travel with the practical way
1886	Three signs your fitness strategy needs to change
1887	Three signs your healthy habits strategy needs to change
1888	Three signs your beauty strategy needs to change
1890	Three signs your relationships strategy needs to change
1895	Three signs your travel strategy needs to change
1911	Why working harder at fitness can produce worse results
1912	Why working harder at healthy habits can produce worse results
1913	Why working harder at beauty can produce worse results
1915	Why working harder at relationships can produce worse results
1920	Why working harder at travel can produce worse results
1936	The part of fitness most tutorials skip
1937	The part of healthy habits most tutorials skip
1938	The part of beauty most tutorials skip
1940	The part of relationships most tutorials skip
1945	The part of travel most tutorials skip
1961	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in fitness
1962	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in healthy habits
1963	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in beauty
1965	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in relationships
1970	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in travel
1986	The five-minute fitness check that prevents wasted work
1987	The five-minute healthy habits check that prevents wasted work
1988	The five-minute beauty check that prevents wasted work

No.	Hook starter
1990	The five-minute relationships check that prevents wasted work
1995	The five-minute travel check that prevents wasted work

Money, Real Estate & Career

217 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
3	7 secrets to making more money that nobody tells you
16	[TRUE STORY - USE ONLY IF TRUE] 8 things I learned this year about money
22	5 things you didn't know about making money online
23	6 ways to save money quickly
30	30 ways to make money online this month
40	The most underrated way to make money as a creator in [CURRENT YEAR]
52	What they don't want you to know about making money online
58	What if you could double your income in one year?
71	[TRUE STORY - USE ONLY IF TRUE] What if I told you that you can start with zero money?
89	[TRUE STORY - USE ONLY IF TRUE] The thing that saved me money was spending more on this one thing
98	[TRUE STORY - USE ONLY IF TRUE] I make more money now than when I worked [VERIFIED NUMBER] hours a day
99	[TRUE STORY - USE ONLY IF TRUE] The best investment I ever made cost me [VERIFIED AMOUNT]
105	The thing that makes you different is what makes you money
113	[TRUE STORY - USE ONLY IF TRUE] I was broke, in debt, and desperate. Here's exactly what I did
129	[TRUE STORY - USE ONLY IF TRUE] The day I stopped caring about followers and started making money
192	The investing secret nobody talks about before age 30 that changes everything
193	This is the only stock chart you need to look at today for your portfolio
195	[TRUE STORY - USE ONLY IF TRUE] I analyzed 1,000 stock picks. Here's what actually worked and what failed
196	The mathematical reason index funds beat stock pickers over time consistently
198	Why you're losing money in the stock market and the simple fix that works

No.	Hook starter
199	The hidden pattern in every stock market crash that most people miss
201	The best time to invest was [VERIFIED NUMBER] years ago. The second best time is now with this approach
202	The one metric that predicts stock success better than any other indicator
203	Why dividends are the most powerful wealth-building tool available to everyone
205	[TRUE STORY - USE ONLY IF TRUE] I asked 10 wealthy investors their #1 money rule. Here's what they all said
207	This is what [VERIFIED AMOUNT] invested in [stock] [VERIFIED NUMBER] years ago is worth right now
211	How to pick stocks like a professional investor with no experience needed
212	[TRUE STORY - USE ONLY IF TRUE] I paid off [VERIFIED AMOUNT] in debt using this exact system. Here's every step I took
213	The 50/30/20 rule is wrong. Here's a better way to budget your money
215	The money habit that separates the rich from everyone else in society
216	Why your budget is failing and what to do instead to actually save money
217	The salary you need to be happy according to actual research data
219	The 7 money mistakes that keep people broke no matter how much they earn
220	Your income doesn't matter as much as this one thing about your finances
222	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] last month. Here's my complete income breakdown in detail
223	The simple math that proves you're investing wrong in your 401k
224	Why you're always broke despite making good money with your salary
225	The wealth gap between your income bracket and the next level up
228	The credit score secret banks don't want you to know about borrowing
231	Why paying off your mortgage early might actually be a financial mistake
232	The real estate market is about to shift dramatically. Here's how to prepare
234	The property type that's making investors rich right now in this market
235	Why rental properties aren't the investment you think they are for returns
236	[TRUE STORY - USE ONLY IF TRUE] The real estate secret that made my first million in less than [VERIFIED NUMBER] years
237	This city will be the next real estate hotspot according to the data

No.	Hook starter
238	[TRUE STORY - USE ONLY IF TRUE] I analyzed 500 real estate deals. Here's what winners have in common
241	The real estate strategy that works in any market condition for profits
244	Commercial real estate is in trouble. What it means for your investments
248	Real estate investing without being a landlord is completely possible now
249	The mortgage rate secret your lender won't tell you about refinancing
252	[TRUE STORY - USE ONLY IF TRUE] The tax loophole that saved me [VERIFIED AMOUNT] last year legally and ethically
253	[TRUE STORY - USE ONLY IF TRUE] IRS agents just told me the 3 mistakes that trigger audits for taxpayers
254	The income level where your taxes actually decrease paradoxically
255	The wealth-building vehicle the rich use that you can use too for success
257	Tax season mistakes that cost people thousands in unnecessary payments
258	Why the wealthy pay less in taxes than you according to actual data
260	The HSA strategy that serves triple duty for your wealth building goals
261	How much money you actually need to retire based on real calculations
262	The backdoor Roth IRA explained in 60 seconds for your finances
265	The net worth milestone that changes everything about your finances
266	Tax-advantaged accounts you should be using right now for savings
267	[TRUE STORY - USE ONLY IF TRUE] The simple move that saved me [VERIFIED AMOUNT] in taxes this year alone
268	Why tax-loss harvesting matters more than you think for investments
269	The wealth transfer happening right now with trillions changing hands
271	How to build wealth on a middle-class income through smart strategies
273	The side income stream that requires zero extra time from your schedule
276	The income opportunity that's still underrated in [CURRENT YEAR] for beginners
280	[TRUE STORY - USE ONLY IF TRUE] The passive income stream that pays me [VERIFIED AMOUNT] every single month
281	Why you're leaving money on the table with the gig economy gap
283	[TRUE STORY - USE ONLY IF TRUE] My second income breakdown revealed in simple numbers and steps

No.	Hook starter
287	[TRUE STORY - USE ONLY IF TRUE] My favorite income stream that requires just [VERIFIED NUMBER] hours per week of work
288	[TRUE STORY - USE ONLY IF TRUE] The skill that took me from [VERIFIED AMOUNT] to [VERIFIED AMOUNT] income in one year
291	[TRUE STORY - USE ONLY IF TRUE] How I built multiple income streams that pay me monthly automatically
508	Did you know that [VERIFIED PERCENTAGE] of rich people pay less in taxes than you? Here's why
509	Did you know that morning people earn more money on average? Here's the data
511	Stop what you're doing. This video might change your entire career trajectory
592	[TRUE STORY - USE ONLY IF TRUE] 8 things I learned this year that completely changed my perspective on money
605	Anyone else struggling with making money online?
661	Do you want to know how to double your income this year?
696	Everyone wants to make money online. the first step is to start creating content...
705	The most underrated way to make money as a content creator in [CURRENT YEAR]
712	The truth about building wealth that Rich people know
721	The secret to working less and making more money
742	The secret to making money as a beginner creator
758	The secret to making money while you sleep as a creator
764	Have you ever wondered how some people make money online while others can't?
803	Why do some people make money while others only dream about it?
813	Do you know why some people attract wealth and others struggle?
823	Why do some people make money while sleeping and others work 24/7?
827	[TRUE STORY - USE ONLY IF TRUE] The thing that seemed like a waste of time was my best investment
828	[TRUE STORY - USE ONLY IF TRUE] I stopped chasing money and started making [VERIFIED MULTIPLIER] more
831	[TRUE STORY - USE ONLY IF TRUE] I used to think money was the answer. I was completely wrong
841	[TRUE STORY - USE ONLY IF TRUE] I lost followers and gained more income
844	[TRUE STORY - USE ONLY IF TRUE] I spent money to save money and it worked
847	[TRUE STORY - USE ONLY IF TRUE] I took a pay cut and tripled my income

No.	Hook starter
859	[TRUE STORY - USE ONLY IF TRUE] I stopped obsessing over metrics and started making real money
862	[TRUE STORY - USE ONLY IF TRUE] I make more money now than at my peak corporate job
887	[TRUE STORY - USE ONLY IF TRUE] My journey from complete broke to paying off all my debts
909	[TRUE STORY - USE ONLY IF TRUE] The story of how a simple video changed my entire career
922	[TRUE STORY - USE ONLY IF TRUE] I built multiple income streams from my home office
935	[TRUE STORY - USE ONLY IF TRUE] My income before and after I learned this one skill
962	[TRUE STORY - USE ONLY IF TRUE] My career before and after I made this one decision
977	[TRUE STORY - USE ONLY IF TRUE] My income streams before and after I added this one
989	If you've ever felt stuck in your career, watch this important message
1016	Hey people who think they need more money to start-this will help
1021	If you're scared to invest in yourself, see this reality
1135	Hold a salary negotiation letter and explain your success
1137	Hold a debt payoff receipt and celebrate the freedom
1151	Hold a cryptocurrency wallet and explain your investment
1283	[TRUE STORY - USE ONLY IF TRUE] Can I make money online with no experience? Day one starts now
1297	[TRUE STORY - USE ONLY IF TRUE] Can I make a full-time income from YouTube in one year?
1305	[TRUE STORY - USE ONLY IF TRUE] Can I make money while I sleep? Here's my passive income plan
1317	[TRUE STORY - USE ONLY IF TRUE] Can I make money selling digital products? Here's my launch
1319	[TRUE STORY - USE ONLY IF TRUE] Can I learn to invest in the stock market in [VERIFIED NUMBER] days?
1345	[TRUE STORY - USE ONLY IF TRUE] I can't believe how much money I saved using this method
1459	Hot take: money can't buy creativity no matter what anyone says
1466	Unpopular opinion: the best investment is not investing in yourself
1491	The future of making money online looks like this...
1518	You won't believe how easy it is to make money with this method
1533	The most underrated way to make money in [CURRENT YEAR].
1540	[TRUE STORY - USE ONLY IF TRUE] The thing that saved me money... was spending more.

No.	Hook starter
1550	[TRUE STORY - USE ONLY IF TRUE] I was broke, in debt, and desperate. Here's what I did.
1582	[TRUE STORY - USE ONLY IF TRUE] 'What's the secret to making money online? I'll reveal it at the end of this video.'
1599	[TRUE STORY - USE ONLY IF TRUE] I can't believe how much money I saved.
1644	The stock market is about to do something it hasn't done in 47
1645	[TRUE STORY - USE ONLY IF TRUE] I'm putting [VERIFIED AMOUNT] into [stock] today. Here's why.
1646	Why everyone is wrong about [stock/topic] right now.
1647	The investing secret nobody talks about before age 30.
1648	This is the only stock chart you need to look at today.
1650	[TRUE STORY - USE ONLY IF TRUE] I analyzed 1,000 stock picks. Here's what actually worked.
1651	The mathematical reason index funds beat stock pickers.
1653	Why you're losing money (and the simple fix).
1654	The hidden pattern in every stock market crash.
1656	The best time to invest was [VERIFIED NUMBER] years ago. The second best time is
1657	The one metric that predicts stock success better than any other.
1658	Why dividends are the most powerful wealth-building tool.
1660	[TRUE STORY - USE ONLY IF TRUE] I asked 10 wealthy investors their #1 money rule. Here's what they
1662	This is what [VERIFIED AMOUNT] invested in [stock] [VERIFIED NUMBER] years ago is worth now.
1664	[TRUE STORY - USE ONLY IF TRUE] I paid off [VERIFIED AMOUNT] in debt using this exact system.
1667	The money habit that separates the rich from everyone else.
1669	The salary you need to be happy (it's not what you think).
1671	The 7 money mistakes that keep people broke.
1672	Your income doesn't matter as much as this.
1674	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] last month. Here's my income breakdown.
1675	The simple math that proves you're investing wrong.
1676	Why you're always broke despite making good money.
1677	The wealth gap between your income bracket and the next.

No.	Hook starter
1680	The credit score secret banks don't want you to know.
1683	Why paying off your mortgage early might be a mistake.
1684	The real estate market is about to shift dramatically.
1686	The property type that's making investors rich right now.
1687	Why rental properties aren't the investment you think they are.
1688	[TRUE STORY - USE ONLY IF TRUE] The real estate secret that made my first million.
1689	This city will be the next real estate hotspot.
1690	[TRUE STORY - USE ONLY IF TRUE] I analyzed 500 real estate deals. Here's what winners have in
1693	The real estate strategy that works in any market.
1696	Commercial real estate is in trouble. What it means for you.
1700	Real estate investing without being a landlord (it's possible).
1701	The mortgage rate secret your lender won't tell you.
1704	[TRUE STORY - USE ONLY IF TRUE] The tax loophole that saved me [VERIFIED AMOUNT] last year.
1706	The income level where your taxes actually decrease.
1707	The wealth-building vehicle the rich use that you can too.
1709	Tax season mistakes that cost people thousands.
1710	Why the wealthy pay less in taxes than you.
1712	The HSA strategy that serves triple duty for your wealth.
1713	How much money you actually need to retire (the math might
1718	Tax-advantaged accounts you should be using right now.
1719	[TRUE STORY - USE ONLY IF TRUE] The simple move that saved me [VERIFIED AMOUNT] in taxes.
1720	Why tax-loss harvesting matters more than you think.
1721	The wealth transfer happening right now (trillions are changing
1723	How to build wealth on a middle-class income.
1725	The side income stream that requires zero extra time.
1728	The income opportunity that's still underrated in [CURRENT YEAR].

No.	Hook starter
1732	[TRUE STORY - USE ONLY IF TRUE] The passive income stream that pays me [VERIFIED AMOUNT] .
1733	Why you're leaving money on the table (the gig economy gap).
1735	[TRUE STORY - USE ONLY IF TRUE] My second income breakdown (it's simpler than you think).
1759	The personal finance mistake that makes good work look weak
1760	The real estate mistake that makes good work look weak
1766	The career growth mistake that makes good work look weak
1780	Before you spend money on faceless YouTube, check these three things
1784	Before you spend money on personal finance, check these three things
1785	Before you spend money on real estate, check these three things
1786	Before you spend money on fitness, check these three things
1787	Before you spend money on healthy habits, check these three things
1788	Before you spend money on beauty, check these three things
1789	Before you spend money on productivity, check these three things
1790	Before you spend money on relationships, check these three things
1791	Before you spend money on career growth, check these three things
1795	Before you spend money on travel, check these three things
1796	Before you spend money on history, check these three things
1797	Before you spend money on education, check these three things
1803	Before you spend money on online courses, check these three things
1804	Before you spend money on digital products, check these three things
1809	What beginners misunderstand about personal finance
1810	What beginners misunderstand about real estate
1816	What beginners misunderstand about career growth
1834	The simplest way to start with personal finance this week
1835	The simplest way to start with real estate this week
1841	The simplest way to start with career growth this week

No.	Hook starter
1859	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do personal finance with the practical way
1860	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do real estate with the practical way
1866	[TRUE STORY - USE ONLY IF TRUE] I compared the popular way to do career growth with the practical way
1884	Three signs your personal finance strategy needs to change
1885	Three signs your real estate strategy needs to change
1891	Three signs your career growth strategy needs to change
1909	Why working harder at personal finance can produce worse results
1910	Why working harder at real estate can produce worse results
1916	Why working harder at career growth can produce worse results
1934	The part of personal finance most tutorials skip
1935	The part of real estate most tutorials skip
1941	The part of career growth most tutorials skip
1959	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in personal finance
1960	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in real estate
1966	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in career growth
1984	The five-minute personal finance check that prevents wasted work
1985	The five-minute real estate check that prevents wasted work
1991	The five-minute career growth check that prevents wasted work

Numbers, Lists & Quick Wins

89 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
1	5 things about photography that feel illegal to know
5	10 tips to improve your videos immediately
7	8 tools that will save you hundreds of hours of work
8	[TRUE STORY - USE ONLY IF TRUE] 40 things I wish I had known [VERIFIED NUMBER] years ago...

No.	Hook starter
9	6 ways to make your photos look professional
11	[TRUE STORY - USE ONLY IF TRUE] 10 things about success I wish someone told me
12	5 hacks to supercharge your productivity game!
13	3 steps to achieve financial freedom
14	4 steps to master public speaking
17	10 ways to achieve success in life!
18	12 ways to level up your photography game!
25	8 photography tools that save hundreds of hours
29	100 tips to improve your life starting today
112	[TRUE STORY - USE ONLY IF TRUE] Here's how I went from zero to 100,000 followers in just [VERIFIED NUMBER] months
123	[TRUE STORY - USE ONLY IF TRUE] My first viral video happened by accident. Here's the full story
126	[TRUE STORY - USE ONLY IF TRUE] I almost quit content creation 3 times before making it. Here's why
229	How much you should actually have saved by age 30 for retirement
233	[TRUE STORY - USE ONLY IF TRUE] I bought 10 rental properties before age 30. Here's exactly how I did it
315	[TRUE STORY - USE ONLY IF TRUE] I got a six-pack in [VERIFIED NUMBER] days with just 15 minutes of exercise daily
331	[TRUE STORY - USE ONLY IF TRUE] I tested the 30-day plank challenge. Here are my shocking results
337	[TRUE STORY - USE ONLY IF TRUE] I tracked my macros for 1 year. Here's what I learned about eating
359	[TRUE STORY - USE ONLY IF TRUE] The SEO strategy that ranked my website #1 for competitive keywords
368	The community building strategy that created 50,000 loyal followers
396	[TRUE STORY - USE ONLY IF TRUE] I asked for the sale 100 times. Here's what finally worked to get yes
483	[TRUE STORY - USE ONLY IF TRUE] I escaped the 9-5 and built a life of freedom using this system
489	[TRUE STORY - USE ONLY IF TRUE] I found my purpose in life using this simple 3-step process
525	Only 3 spots left for this opportunity that won't come again
531	Only people who act now will benefit from this information first
555	[TRUE STORY - USE ONLY IF TRUE] In my [number] years of experience in [field], I've learned this about [topic]
557	[TRUE STORY - USE ONLY IF TRUE] I interviewed [number] successful people about [topic]. Here's what they said

No.	Hook starter
564	[TRUE STORY - USE ONLY IF TRUE] Day 3: Transformation Hook - 'I did [X] for [time]. Here's what happened...'
566	[TRUE STORY - USE ONLY IF TRUE] Day 10: Authority Drop - 'As an expert in [X], let me tell you...'
568	[TRUE STORY - USE ONLY IF TRUE] Day 12: Challenge Hook - 'Can I [impossible task]? Watch...'
572	[TRUE STORY - USE ONLY IF TRUE] Day 20: Expert Interview - 'I asked [expert] about [topic]...'
573	[TRUE STORY - USE ONLY IF TRUE] Day 25: Transformation Reveal - 'This is what happened when I [action]...'
574	[TRUE STORY - USE ONLY IF TRUE] Day 28: Celebration Hook - 'I reached [milestone] and here's how...'
575	[TRUE STORY - USE ONLY IF TRUE] Day 29: Story Time - 'The most unexpected thing happened when I [action]...'
576	[TRUE STORY - USE ONLY IF TRUE] Day 30: Refund Hook - 'What I wish I knew before starting [X]...'
577	1. Curiosity version
578	2. Urgency version
579	3. Value-driven version
580	4. Social proof version
581	5. Fear-based version
589	3 steps to achieve financial freedom that brings peace
590	4 steps to master public speaking that leads to confidence
595	8 photography tools that will save you hundreds of hours of work
596	8 YouTube channels you will learn more than [VERIFIED NUMBER] years in college
765	What's holding you back from making your first [VERIFIED AMOUNT] ?
834	[TRUE STORY - USE ONLY IF TRUE] I work [VERIFIED NUMBER] hours a week and make more than when I worked 60
876	[TRUE STORY - USE ONLY IF TRUE] The story of how a 'stupid' idea made me my first [VERIFIED AMOUNT]
893	[TRUE STORY - USE ONLY IF TRUE] My first year as a creator was a disaster. Here's what year 2 looked like
986	If you're over 30 and still doing this, please read this carefully
1034	Hey people who compare their chapter 1 to someone else's chapter 20
1194	Begin with your phone showing 99+ notifications
1274	[TRUE STORY - USE ONLY IF TRUE] I'm attempting to make my first [VERIFIED AMOUNT] online this month
1277	[TRUE STORY - USE ONLY IF TRUE] Can I quit my job and make it work? Here's my first month

No.	Hook starter
1284	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the 100 pushup challenge. Watch me fail or win
1289	[TRUE STORY - USE ONLY IF TRUE] Can I make [VERIFIED AMOUNT] in my first week of content creation?
1290	[TRUE STORY - USE ONLY IF TRUE] I'm attempting a 30-day no-sugar challenge. Day one begins
1301	[TRUE STORY - USE ONLY IF TRUE] Can I reach 1 million views on my content? Here's my plan
1307	[TRUE STORY - USE ONLY IF TRUE] Can I grow my email list to 10,000 in [VERIFIED NUMBER] days? Let's find out
1318	[TRUE STORY - USE ONLY IF TRUE] I'm attempting the 365-day gratitude journal challenge
1329	[TRUE STORY - USE ONLY IF TRUE] Can I launch a membership site and get 100 members in [VERIFIED NUMBER] days?
1334	[TRUE STORY - USE ONLY IF TRUE] I'm attempting to run 1000 miles in a year. Tracking my progress
1379	[TRUE STORY - USE ONLY IF TRUE] I can't believe this single strategy replaced 10 others
1450	Hot take: the best time to start was [VERIFIED NUMBER] years ago. The second best time is now but with this twist
1496	Don't buy anything until you watch this video first
1516	[TRUE STORY - USE ONLY IF TRUE] You won't believe this one trick took me from 100 to 100k followers
1549	[TRUE STORY - USE ONLY IF TRUE] Here's how I went from zero to 100,000 followers.
1593	[TRUE STORY - USE ONLY IF TRUE] I bet I can make this in under 5 minutes. Let's try.
1681	How much you should actually have saved by age 30.
1685	[TRUE STORY - USE ONLY IF TRUE] I bought 10 rental properties before age 30. Here's how.
1714	The backdoor Roth IRA explained in 60 seconds.
1880	Three signs your faceless YouTube strategy needs to change
1889	Three signs your productivity strategy needs to change
1896	Three signs your history strategy needs to change
1897	Three signs your education strategy needs to change
1903	Three signs your online courses strategy needs to change
1904	Three signs your digital products strategy needs to change
1955	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in faceless YouTube
1964	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in productivity
1971	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in history

No.	Hook starter
1972	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in education
1978	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in online courses
1979	[TRUE STORY - USE ONLY IF TRUE] What I would do first if I had to restart in digital products
1980	The five-minute faceless YouTube check that prevents wasted work
1989	The five-minute productivity check that prevents wasted work
1996	The five-minute history check that prevents wasted work
1997	The five-minute education check that prevents wasted work

Problems, Mistakes & Warnings

48 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
20	5 mistakes you must avoid if you want to succeed
55	The hidden cost of not starting today
62	Are you making this mistake with your content?
80	[TRUE STORY - USE ONLY IF TRUE] Do you want to know what I learned from failing 100 times?
92	This popular advice is actually hurting your growth
109	[TRUE STORY - USE ONLY IF TRUE] My biggest mistake as a beginner cost me thousands. Learn from me
226	The emergency fund mistake [VERIFIED PERCENTAGE] of people make that costs them later
259	The retirement account most people ignore that's a huge mistake to miss
263	The estate planning mistake most people make that costs families big
270	The 401k mistake most people don't know they're making with contributions
297	The fat loss mistake that makes [VERIFIED PERCENTAGE] of people fail at getting lean
328	The cardio mistake that makes you lose muscle while burning fat
344	The breakfast mistake that makes you overeat for the rest of the day
593	5 mistakes you must avoid if you want to succeed in photography
609	Are you struggling with getting views? this should solve your problem!

No.	Hook starter
611	Are you tired of failing? then try this approach
617	Avoid these common errors when taking photos
618	Before you go live, check out this strategy
678	Don't make this mistake when editing your photos
724	The hidden benefit of starting before you're ready
757	What nobody tells you about the real cost of creating
774	What's the biggest mistake beginners make on social media?
810	What's the #1 mistake people make when trying to grow?
854	This common mistake is costing you thousands of dollars
861	The thing everyone avoids is exactly what you need
929	[TRUE STORY - USE ONLY IF TRUE] I went from failing every video to going viral-here's the secret
985	Attention content creators: you're making this mistake in your bio
1000	Calling all perfectionists-you're actually hurting yourself
1005	Hey people who gave up before-don't make this mistake
1408	[TRUE STORY - USE ONLY IF TRUE] I can't believe this is the solution to all problems
1455	[TRUE STORY - USE ONLY IF TRUE] I'm going to be brutally honest about something most people avoid
1498	Don't make this expensive mistake that kills your growth
1501	Don't ignore this warning about your online presence
1503	Never make this mistake again if you want to win online
1546	[TRUE STORY - USE ONLY IF TRUE] My biggest mistake as a beginner cost me thousands.
1627	Don't make this mistake if you want to succeed.
1668	Why your budget is failing (and what to do instead).
1678	The emergency fund mistake [VERIFIED PERCENTAGE] of people make.
1705	[TRUE STORY - USE ONLY IF TRUE] IRS agents just told me the 3 mistakes that trigger audits.
1711	The retirement account most people ignore (big mistake).
1715	The estate planning mistake most people make.

No.	Hook starter
1722	The 401(k) mistake most people don't know they're making.
1755	The faceless YouTube mistake that makes good work look weak
1764	The productivity mistake that makes good work look weak
1771	The history mistake that makes good work look weak
1772	The education mistake that makes good work look weak
1778	The online courses mistake that makes good work look weak
1779	The digital products mistake that makes good work look weak

Stories & Transformations

101 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
79	What's the one thing that changed everything for successful creators?
81	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] this month... with my phone
90	[TRUE STORY - USE ONLY IF TRUE] I used to think planning was useless. Now I plan everything
91	[TRUE STORY - USE ONLY IF TRUE] I was broke at 25 and a millionaire by 27 with this simple strategy
103	[TRUE STORY - USE ONLY IF TRUE] I failed for [VERIFIED NUMBER] years straight. Then this one thing changed everything
106	[TRUE STORY - USE ONLY IF TRUE] I used to work [VERIFIED NUMBER] hours a day and made nothing. Then I found this...
108	[TRUE STORY - USE ONLY IF TRUE] I spent [VERIFIED AMOUNT] learning this, and I'm giving it to you for free today
116	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] in one week using this method nobody talks about
120	[TRUE STORY - USE ONLY IF TRUE] I tried 50 different things before finding what actually works
122	[TRUE STORY - USE ONLY IF TRUE] I was told I wasn't talented enough. Here's how I proved them wrong
124	[TRUE STORY - USE ONLY IF TRUE] I lost my job and had to figure out how to pay rent. This is what I did
128	[TRUE STORY - USE ONLY IF TRUE] I spent [VERIFIED NUMBER] years building nothing. Then this one shift changed everything
146	[TRUE STORY - USE ONLY IF TRUE] Hold up a stack of cash and say 'Here's how I made this'
157	[TRUE STORY - USE ONLY IF TRUE] Hold up a check with an amount and say 'Here's what I made'

No.	Hook starter
227	[TRUE STORY - USE ONLY IF TRUE] My financial journey from [VERIFIED AMOUNT] to [VERIFIED AMOUNT] million in just [VERIFIED NUMBER] years of work
246	[TRUE STORY - USE ONLY IF TRUE] I lost [VERIFIED AMOUNT] on a rental property. Here's what I learned from failure
294	[TRUE STORY - USE ONLY IF TRUE] I lost 50 pounds without going to the gym. Here's my simple secret
323	[TRUE STORY - USE ONLY IF TRUE] I tried the viral 75 hard challenge. Here's what happened to my body
417	[TRUE STORY - USE ONLY IF TRUE] Why saying 'I love you' every day changed everything in my marriage
535	[TRUE STORY - USE ONLY IF TRUE] This is what happened to my [area] after I made this one change
536	[TRUE STORY - USE ONLY IF TRUE] My life before and after discovering this secret about [topic]
541	[TRUE STORY - USE ONLY IF TRUE] The before and after story of what this did to my [metric]
565	[TRUE STORY - USE ONLY IF TRUE] Day 7: Story Hook - 'The day I [action] changed everything...'
567	[TRUE STORY - USE ONLY IF TRUE] Day 11: Contrast Hook - 'I was wrong about [X]. Here's the truth...'
569	[TRUE STORY - USE ONLY IF TRUE] Day 15: Before/After Hook - 'My [X] before and after...'
570	[TRUE STORY - USE ONLY IF TRUE] Day 17: Proof Hook - 'I made \$X using this method...'
601	[TRUE STORY - USE ONLY IF TRUE] After [VERIFIED NUMBER] years, i just realized that i was doing this wrong
633	[TRUE STORY - USE ONLY IF TRUE] Can i just get 1 tip that changed everything for me?
635	[TRUE STORY - USE ONLY IF TRUE] Can you believe i used to steer clear of social media? now, it's a game-changer. here's why
739	What nobody tells you about the journey to success
849	The thing that seemed too simple to work changed everything
853	[TRUE STORY - USE ONLY IF TRUE] I made my first million doing the exact opposite of this
871	[TRUE STORY - USE ONLY IF TRUE] My journey from complete beginner to professional creator
873	[TRUE STORY - USE ONLY IF TRUE] I was scared to start. Here's what happened when I finally did
880	[TRUE STORY - USE ONLY IF TRUE] I made my first dollar online after failing for [VERIFIED NUMBER] years straight
884	[TRUE STORY - USE ONLY IF TRUE] My story of going from minimum wage to multiple six figures
889	[TRUE STORY - USE ONLY IF TRUE] I was homeless for [VERIFIED NUMBER] months. Here's how I turned it around
895	[TRUE STORY - USE ONLY IF TRUE] I made [VERIFIED AMOUNT] from a single piece of content using this method
898	[TRUE STORY - USE ONLY IF TRUE] I lost everything I built and had to start over from zero

No.	Hook starter
904	[TRUE STORY - USE ONLY IF TRUE] I was a complete fraud at first. Here's what I learned
910	[TRUE STORY - USE ONLY IF TRUE] I made my first [VERIFIED AMOUNT] from selling digital products online
913	[TRUE STORY - USE ONLY IF TRUE] I created my first course in a weekend and it changed everything
917	[TRUE STORY - USE ONLY IF TRUE] My life before and after discovering this one strategy
923	[TRUE STORY - USE ONLY IF TRUE] My journey from confused beginner to confident professional
924	[TRUE STORY - USE ONLY IF TRUE] The story of how I turned my story into content that resonated
927	[TRUE STORY - USE ONLY IF TRUE] My account before and after using this strategy for [VERIFIED NUMBER] days
934	[TRUE STORY - USE ONLY IF TRUE] My workspace before and after this organization system
936	[TRUE STORY - USE ONLY IF TRUE] My body before and after [VERIFIED NUMBER] days of this simple routine
937	[TRUE STORY - USE ONLY IF TRUE] My website before and after this redesign-huge difference
938	[TRUE STORY - USE ONLY IF TRUE] My social media before and after hiring this coach
939	[TRUE STORY - USE ONLY IF TRUE] My photography before and after learning this one technique
941	[TRUE STORY - USE ONLY IF TRUE] My mindset before and after reading this one book
942	[TRUE STORY - USE ONLY IF TRUE] My channel before and after I learned this algorithm trick
944	[TRUE STORY - USE ONLY IF TRUE] My confidence before and after I did this one thing
945	[TRUE STORY - USE ONLY IF TRUE] My email list before and after I added this opt-in
947	[TRUE STORY - USE ONLY IF TRUE] My time freedom before and after I built this system
948	[TRUE STORY - USE ONLY IF TRUE] My following before and after I did this 30-day challenge
949	[TRUE STORY - USE ONLY IF TRUE] My results before and after I stopped overcomplicating things
950	[TRUE STORY - USE ONLY IF TRUE] My sleep schedule before and after this simple change
951	[TRUE STORY - USE ONLY IF TRUE] My productivity before and after I started time blocking
952	[TRUE STORY - USE ONLY IF TRUE] My stress levels before and after I started meditating
953	[TRUE STORY - USE ONLY IF TRUE] My content before and after I learned the hook formula
954	[TRUE STORY - USE ONLY IF TRUE] My energy before and after I changed my morning routine
955	[TRUE STORY - USE ONLY IF TRUE] My creativity before and after I started taking breaks
957	[TRUE STORY - USE ONLY IF TRUE] My revenue before and after I raised my prices

No.	Hook starter
958	[TRUE STORY - USE ONLY IF TRUE] My conversions before and after I changed my headline
959	[TRUE STORY - USE ONLY IF TRUE] My engagement before and after I started being authentic
960	[TRUE STORY - USE ONLY IF TRUE] My growth before and after I focused on one platform
965	[TRUE STORY - USE ONLY IF TRUE] My home office before and after this upgrade
966	[TRUE STORY - USE ONLY IF TRUE] My portfolio before and after this redesign
967	[TRUE STORY - USE ONLY IF TRUE] My pricing before and after I learned my worth
968	[TRUE STORY - USE ONLY IF TRUE] My work-life balance before and after I set boundaries
969	[TRUE STORY - USE ONLY IF TRUE] My followers before and after this viral hit
970	[TRUE STORY - USE ONLY IF TRUE] My audience quality before and after I targeted better
971	[TRUE STORY - USE ONLY IF TRUE] My email open rates before and after this subject line trick
972	[TRUE STORY - USE ONLY IF TRUE] My video quality before and after this lighting setup
973	[TRUE STORY - USE ONLY IF TRUE] My audio quality before and after this microphone upgrade
974	[TRUE STORY - USE ONLY IF TRUE] My editing skills before and after this course
975	[TRUE STORY - USE ONLY IF TRUE] My planning skills before and after this system
979	[TRUE STORY - USE ONLY IF TRUE] My website speed before and after this optimization
980	[TRUE STORY - USE ONLY IF TRUE] My search rankings before and after this SEO trick
981	[TRUE STORY - USE ONLY IF TRUE] My click-through rate before and after this meta change
983	[TRUE STORY - USE ONLY IF TRUE] My referral rate before and after this referral program
1028	Hey people who feel alone in their journey-this will help
1125	Hold a graduation cap and explain your journey
1139	Hold a scholarship check and explain your journey
1158	Hold a YouTube play button and explain your journey
1271	[TRUE STORY - USE ONLY IF TRUE] Can I grow to 100k followers in [VERIFIED NUMBER] days? Watch my journey
1296	[TRUE STORY - USE ONLY IF TRUE] I'm going to learn photography in [VERIFIED NUMBER] days. Day one of the journey
1358	[TRUE STORY - USE ONLY IF TRUE] I can't believe I wasted months doing it the hard way
1514	[TRUE STORY - USE ONLY IF TRUE] I wish someone had told me this truth when I was in your position

No.	Hook starter
1524	[TRUE STORY - USE ONLY IF TRUE] You won't believe what happened when I tried this viral challenge
1541	[TRUE STORY - USE ONLY IF TRUE] I used to think planning was useless. Now I do it every day.
1544	[TRUE STORY - USE ONLY IF TRUE] The day I almost quit changed everything for me.
1545	[TRUE STORY - USE ONLY IF TRUE] I spent [VERIFIED AMOUNT] learning this, and I'm giving it to you free.
1576	[TRUE STORY - USE ONLY IF TRUE] Hold up a stack of cash + 'I made this in one month with my phone.'
1580	[TRUE STORY - USE ONLY IF TRUE] 'What's the one thing that changed everything for me? I'll tell you in a minute.'
1643	[TRUE STORY - USE ONLY IF TRUE] I wish someone had told me this when I was struggling.
1679	[TRUE STORY - USE ONLY IF TRUE] My financial journey from [VERIFIED AMOUNT] to [VERIFIED AMOUNT] million in [VERIFIED NUMBER] years.
1698	[TRUE STORY - USE ONLY IF TRUE] I lost [VERIFIED AMOUNT] on a rental property. Here's what I learned.
1738	[TRUE STORY - USE ONLY IF TRUE] I lost 30 pounds in [VERIFIED NUMBER] days. Here's what actually worked.

Visual, Audio & Faceless Openings

127 hook starters. Customize the wording, topic, facts and promise before publishing.

No.	Hook starter
4	4 mistakes you're making with your phone camera
35	The dark secret behind expensive camera gear marketing
39	Your phone is lying to you about this camera feature
131	Jump into the frame right when the video starts-stops scrolling
132	Run at the screen and then freeze-creates dramatic pause
133	Slide into frame from the side like you're entering a movie scene
138	Make an exaggerated surprised expression at the camera
145	Jump off something and land in frame to start
148	Show something unusual and say 'What is this? Can you guess?'
150	[TRUE STORY - USE ONLY IF TRUE] Show a tool and say 'This saved me [VERIFIED NUMBER] hours a week'
152	[TRUE STORY - USE ONLY IF TRUE] Show a map or location and say 'I went here and changed everything'

No.	Hook starter
154	Show a weird object and say 'Can you guess what this costs?'
156	[TRUE STORY - USE ONLY IF TRUE] Show a camera and say 'This is how I started going viral'
158	Show a diploma or certificate and talk about your journey
160	[TRUE STORY - USE ONLY IF TRUE] Show a trophy or award and say 'This is what I won'
161	Hold up a screenshot of your bank account and react to it
162	[TRUE STORY - USE ONLY IF TRUE] Show a wedding ring and say 'This changed my life story'
164	Show a childhood toy and tell a personal story
170	Start with a green screen background and react to it
172	Show something broken and explain what happened to it
175	Do an extreme close-up then zoom out to normal
208	The stock market prediction that sounds crazy but might actually be right
318	The workout split that builds muscle fastest for natural trainees
408	[TRUE STORY - USE ONLY IF TRUE] I created a [VERIFIED AMOUNT] offer using this pricing psychology framework
422	[TRUE STORY - USE ONLY IF TRUE] I learned to fight fair using this communication framework with my partner
480	[TRUE STORY - USE ONLY IF TRUE] I achieved work-life balance using this simple framework for success
516	[TRUE STORY - USE ONLY IF TRUE] I spent [timeframe] researching [topic]. Here's what I found after analyzing everything
528	You have [timeframe] left to take action before the opportunity expires
529	The window closes in [timeframe]. Don't miss your chance to succeed
534	[TRUE STORY - USE ONLY IF TRUE] I went from [starting point] to [ending point] in just [timeframe]
538	[TRUE STORY - USE ONLY IF TRUE] I never expected this result from doing [action] for [timeframe]
539	From broke to building wealth using this exact system for [timeframe]
543	The journey from [old situation] to [new situation] in [timeframe]
558	[TRUE STORY - USE ONLY IF TRUE] After studying [topic] for [timeframe], here's what I discovered that matters
571	[TRUE STORY - USE ONLY IF TRUE] Day 19: Timeline Hook - 'In [timeframe], I achieved [X]...'
625	[TRUE STORY - USE ONLY IF TRUE] Buying my first camera at [VERIFIED NUMBER] years old day one of my journey
648	Did you know about this hidden camera feature?

No.	Hook starter
652	Did you know that the best cameras aren't the most expensive?
674	Don't buy that camera before watching this video
691	[TRUE STORY - USE ONLY IF TRUE] Ever wondered how to get consistent clients? let me show you
760	The hidden truth behind viral sounds and trends
869	[TRUE STORY - USE ONLY IF TRUE] The time I embarrassed myself on camera and it led to viral success
1055	Hey people who think they have no skills-this will show you otherwise
1059	Start from behind a door and walk into frame
1062	Walk through water splashing as you enter frame
1067	Roll into frame on a chair or stool
1077	Start in a mirror reflection, then show real you
1085	Start from inside a car that drives into frame
1087	Jump from a high place and land in frame
1090	Emerge from behind someone else in frame
1093	Come up from below the frame suddenly
1097	Start from a zoomed out position and zoom in
1098	Come out of a photo frame or picture on wall
1104	Jump on a pogo stick or segway to frame
1108	Start on a horse or ATV entering frame
1111	[TRUE STORY - USE ONLY IF TRUE] Show a diploma or certificate and say 'Here's what I earned'
1112	Show a gym membership card and talk about transformation
1114	Show a diet book and explain what happened
1116	Show a business card and reveal how you got it
1118	Show a passport and explain where you traveled
1120	Show a house key and talk about your dream home
1122	Show a divorce paper and explain your freedom
1124	Show a death certificate and talk about second chances

No.	Hook starter
1126	Show a layoff notice and explain your pivot
1128	Show a bankruptcy paper and explain your recovery
1130	Show a failed product and explain your lesson learned
1132	Show a negative review and explain your response
1134	Show a tax refund check and explain your strategy
1136	Show a promotion letter and explain your path
1138	Show a college acceptance letter and explain your story
1140	Show a business license and explain your launch
1142	Show a magazine cover with your feature and react
1144	Show a podcast interview request and explain your brand
1146	Show a speaking invitation and explain your topic
1148	Show a course sales screenshot and explain your teaching
1150	Show a stock portfolio and explain your strategy
1152	Show a rental property deed and explain your passive income
1154	Show a trademark registration and explain your brand
1155	Show a patent filing and explain your innovation
1157	Show a podcast download chart and explain your growth
1159	Show a social media milestone screenshot and explain how
1161	Show a before and after client transformation photo
1163	Show a five-star review and explain your approach
1165	Show a workshop sold-out notice and explain your value
1167	Show a mentorship certificate and explain your growth
1169	Show a course completion certificate and explain your learning
1171	Show a vision board and explain your dreams
1173	Show a habit tracker and explain your consistency
1175	Show a meditation cushion and explain your peace

No.	Hook starter
1177	Show a meal prep container and explain your health
1178	Show a skincare product and explain your glow
1180	Show a hair styling tool and explain your look
1187	Begin with your phone screen showing something shocking
1188	Start with your screen showing a viral video reaction
1189	Show your locked screen and enter a password
1190	Begin with your doorbell camera footage
1191	Start with a security camera angle of you entering
1195	Show your email inbox with hundreds of unread messages
1197	Show your bank app with a surprising balance
1199	Start with your camera roll showing before photos
1200	Show your notes app with a random entry
1203	Show your notes full of crossed-out failed ideas
1206	Show your fridge full of nothing and react
1209	Begin with your computer showing a blue screen
1211	Show your WiFi showing 'no connection' and shrug
1214	Show your water bottle empty and sigh heavily
1217	Show your shirt stained and look frustrated
1220	Show your bathroom flooded and step carefully
1223	Show your dishes piled up and sigh
1226	Show your calendar showing no bookings
1229	Show your GPS showing 'recalculating'
1232	Show your oven smoking and fan it
1543	Are you making this mistake with your camera?
1553	Jump into the frame right when the video starts.
1554	Run at the screen and then freeze.

No.	Hook starter
1555	Slide into frame from the side like you're entering a movie.
1558	[TRUE STORY - USE ONLY IF TRUE] Show a stack of cash and say 'Here's how I made this.'
1560	Show something unusual and say 'What is this?'
1562	[TRUE STORY - USE ONLY IF TRUE] Show a map or location and say 'I went here and...'
1564	Show a weird object and say 'Can you guess what this is?'
1575	[TRUE STORY - USE ONLY IF TRUE] Jump into frame + 'This one hack changed my life!'
1577	Spin into frame + 'Everything you know about success is wrong.'
1578	[TRUE STORY - USE ONLY IF TRUE] Show a before photo + 'I used to look like this. Now look at me.'
1579	[TRUE STORY - USE ONLY IF TRUE] 'Did you know [VERIFIED PERCENTAGE] of people fail at this? I'm going to show you why... (but not until the end)'
1587	Everyone shows their face-try using voice only with text on screen.
1663	The stock market prediction that sounds crazy but might be right.
1746	[TRUE STORY - USE ONLY IF TRUE] I spent [timeframe] researching [topic]. Here's what I found.

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FACELESS YOUTUBE CREATOR SERIES

90-Day Faceless YouTube Action Calendar

One Long Video + Two Shorts Each Week

Book AI Studio

Customer Edition | 13-Week Production Plan

What This Calendar Does

This is a YouTube production calendar, not a general social-media posting calendar. It guides you through research, hooks, scripting, voiceover, editing, publishing and review for 90 days.

Baseline cadence: Aim for one long-form video and two Shorts each week. If this is too much, keep the same order and stretch each week across two weeks.

Your Weekly Scorecard

- Production time: How many hours did the long video and two Shorts require?
- Impressions and click-through rate: Did the topic, title and thumbnail earn attention?
- First-30-second retention: Did the opening deliver what the packaging promised?
- Average view duration: Where did viewers leave?
- Useful comments: What questions should become future videos?
- Next test: Change one major variable next week, not everything at once.

Week 1: Foundation

Weekly goal: Choose one audience, one channel promise and one repeatable content lane.

Day	Action	Finished output
1	Research: Study 10 recent videos connected to foundation. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
2	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
3	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
4	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
5	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
6	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
7	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 2: Audience Problems

Weekly goal: Turn real audience questions into useful video topics.

Day	Action	Finished output
8	Research: Study 10 recent videos connected to audience problems. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
9	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
10	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
11	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
12	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
13	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
14	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 3: Format Test

Weekly goal: Test three faceless formats and record which is easiest to produce.

Day	Action	Finished output
15	Research: Study 10 recent videos connected to format test. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
16	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
17	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
18	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
19	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
20	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
21	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 4: First Series

Weekly goal: Create a three-video series around one clear viewer problem.

Day	Action	Finished output
22	Research: Study 10 recent videos connected to first series. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
23	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
24	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
25	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
26	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
27	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
28	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 5: Hook Lab

Weekly goal: Test different openings without changing the main topic.

Day	Action	Finished output
29	Research: Study 10 recent videos connected to hook lab. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
30	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
31	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
32	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
33	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
34	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
35	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 6: Titles & Thumbnails

Weekly goal: Improve packaging before increasing production.

Day	Action	Finished output
36	Research: Study 10 recent videos connected to titles & thumbnails. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
37	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
38	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
39	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
40	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
41	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
42	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 7: Retention

Weekly goal: Remove slow openings, repeated points and unnecessary explanation.

Day	Action	Finished output
43	Research: Study 10 recent videos connected to retention. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
44	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
45	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
46	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
47	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
48	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
49	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 8: Search & Suggested

Weekly goal: Build one search-friendly video and one curiosity-led companion video.

Day	Action	Finished output
50	Research: Study 10 recent videos connected to search & suggested. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
51	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
52	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
53	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
54	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
55	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
56	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 9: Trust & Sources

Weekly goal: Use clear evidence, examples and source links.

Day	Action	Finished output
57	Research: Study 10 recent videos connected to trust & sources. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
58	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
59	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
60	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
61	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
62	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
63	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 10: Monetization Match

Weekly goal: Connect content to one honest next step, offer or affiliate fit.

Day	Action	Finished output
64	Research: Study 10 recent videos connected to monetization match. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
65	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
66	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
67	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
68	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
69	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
70	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 11: Repurposing

Weekly goal: Turn one strong long video into useful Shorts without repeating filler.

Day	Action	Finished output
71	Research: Study 10 recent videos connected to repurposing. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
72	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
73	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
74	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
75	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
76	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
77	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 12: Batch Production

Weekly goal: Produce two weeks of content with one research and editing system.

Day	Action	Finished output
78	Research: Study 10 recent videos connected to batch production. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
79	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
80	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
81	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
82	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
83	Publish & repurpose: Publish or schedule the long video. Cut Short #1 around the strongest single insight. Link the Short to the full video when the platform allows it.	1 long video + Short #1
84	Review & Short #2: Publish Short #2 with a different hook. Record impressions, click-through rate, first-30-second retention, average view duration and useful viewer comments.	Short #2 + weekly scorecard

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

Week 13: Review & Reset

Weekly goal: Keep what worked, remove what did not, and plan the next 90 days.

Day	Action	Finished output
85	Research: Study 10 recent videos connected to review & reset. Record the topic, opening, format, length and viewer comments. Choose one gap you can explain better.	1 topic gap + research notes
86	Hook & outline: Write 10 truthful hook options. Choose the clearest one. Build a five-part outline: hook, context, three useful points, recap and call to action.	10 hooks + approved outline
87	Script: Draft the long-form script in plain language. Add one example or source for every important claim. Remove any line that does not move the viewer forward.	One source-checked script
88	Voice & visuals: Create or record the voiceover. Build a shot list using screen recordings, licensed stock, charts, text and original graphics. Match each visual to one script line.	Voiceover + complete shot list
89	Edit & package: Edit the long video. Create three title options and two thumbnail concepts. Check that the title and thumbnail create one clear reason to click.	Edited video + title/thumbnail set
90	Next cycle: Choose the next 12-week theme, prepare the first three topics and schedule the first production block.	1 long video + Short #1

Weekly decision

Keep: _____ **Change:** _____ **Next test:** _____

20 Reusable AI Prompts

Replace every item inside brackets before using a prompt. Check all current facts and platform rules yourself.

Prompt 1: Audience problem miner

From these viewer comments, group the repeated problems. Quote no more than one short phrase from any comment. Return the top five problems and one video idea for each: [PASTE COMMENTS].

Prompt 2: Topic gap finder

Compare these video titles and summaries. Identify what is repeated, what is missing and what a beginner still would not understand: [PASTE NOTES].

Prompt 3: Ten hook options

Create 10 truthful hooks for this topic: [TOPIC]. Use curiosity, warning, number, contrast and direct-promise styles. Do not invent facts or results.

Prompt 4: Hook truth check

Review this hook: [HOOK]. List every claim that needs proof. Rewrite it so it remains strong without making an unsupported promise.

Prompt 5: Five-part outline

Create a faceless YouTube outline for [TOPIC] using Hook, Context, Point 1, Point 2, Point 3, Recap and CTA. Audience: [AUDIENCE].

Prompt 6: Plain-language rewrite

Rewrite this section at a sixth-grade reading level. Keep facts and meaning unchanged. Remove filler and repeated ideas: [TEXT].

Prompt 7: Source checklist

Read this script and make a list of every number, quote, medical claim, financial claim or current fact that needs a source: [SCRIPT].

Prompt 8: Visual shot list

Turn this script into a faceless shot list. Use screen recordings, licensed stock, original charts, text animation and simple object shots. Match one visual to each script beat: [SCRIPT].

Prompt 9: B-roll alternatives

For each scene below, give three faceless visual alternatives that do not require filming a person: [SCENES].

Prompt 10: Title set

Create 15 YouTube titles for [TOPIC]. Keep each under 65 characters where practical. Avoid false urgency and unsupported claims.

Prompt 11: Thumbnail concepts

Create five simple faceless thumbnail concepts for [TITLE]. Use one main object, strong contrast and no more than four words of text.

Prompt 12: Title-thumbnail match

Evaluate whether this title and thumbnail idea work together. Remove repeated wording and make them create one clear curiosity gap: [TITLE] / [THUMBNAIL].

Prompt 13: Slow-opening remover

Mark every sentence in the first 45 seconds that delays the promised value. Rewrite the opening so the useful point starts faster: [OPENING].

Prompt 14: Retention reset

At every 30-45 second point in this script, suggest a useful reset: a question, example, visual change, mini-summary or open loop. Do not add filler: [SCRIPT].

Prompt 15: Short extractor

Find three stand-alone 20-45 second ideas inside this long script. Each Short must teach one complete point and use a new opening: [SCRIPT].

Prompt 16: Description writer

Write a clear YouTube description for this script. Lead with the viewer benefit, summarize the video, add chapter placeholders and include a factual source section: [SCRIPT].

Prompt 17: Comment response bank

Create 10 short, human replies to these viewer comments. Answer useful questions directly and do not argue with criticism: [COMMENTS].

Prompt 18: Weekly review

Analyze this week's metrics against my own prior videos. Identify one topic lesson, one hook lesson, one packaging lesson and one production lesson: [METRICS].

Prompt 19: Next-video decision

Using these metrics and comments, recommend the next video. Explain what should stay the same and what should change: [DATA].

Prompt 20: Batch plan

Turn these four approved topics into a two-week batch plan. Group research, scripting, voiceover, visuals, editing and scheduling into focused blocks: [TOPICS].

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