VIDEO TITLES That Win.!



Thanks for download this guide!

In this guide, you will learn some of my best performing video titles, angles, and examples of how you can apply it to your videos.

How to use this guide

Below you'll find the video title/angle, a real example of a video of mine using the title/angle and some other examples so that you can understand how you can apply it to your videos.

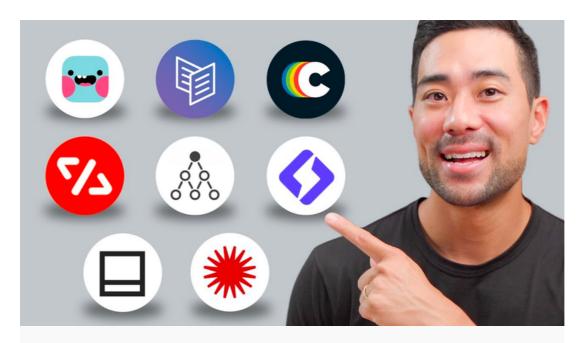
Enjoy and hope this guide helps!

- Aurelius Tjin



The "You Probably Didn't Know Existed" Angle

This angle hits a big emotional button - curiosity. Humans in general are curious. Use this angle to build curiousity. However, be careful when using this as what you're sharing can't be common or obvious.



8 Mind-Blowing Websites You Probably Didn't Know Existed

2,664,322 views • Apr 20, 2022

- 8 Crazy A.I. Websites You Probably Didn't Know Existed
- 10 iPhone Hacks You Probably Didn't Know Existed
- 5 Sony A7IV Features You Probably Didn't Know Existed

"Tips and Tricks"

This title is what I would call an oldie but a goodie because everyone wants tips and tricks are easily digestible in this age of info-overload. It can be applied in any niche. It isn't as bold as the latter, but still effective as I've used it on one of my most viewed videos uses this title angle.



DESIGN YOUR BRAND WITH CANVA

20 CANVA TIPS AND TRICKS // Canva Tutorial For Beginners

1,106,353 views • Aug 27, 2020

- 21 Meal Prepping Tips and Tricks
- 5 Amazing iPad Tips and Tricks
- 15 Beginner Fornite Tips and Tricks
- WhatsApp Tips and Tricks You Probably Didn't Know
- 20 Gmail Tips and Tricks For Productivity



The "How To" Angle

You can't go wrong with how-to's. Viewers on YouTube already have an expectation of long-form videos, so sharing how to do something is very welcomed.



DESIGN YOUR BRAND WITH CANVA

How To Make an Intro For YouTube Videos Free in Canva // How To Create a YouTube Intro

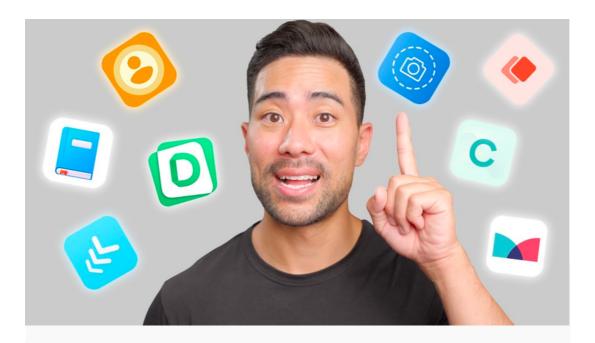
540,680 views • Feb 22, 2021

- How To Make an Animated YouTube Video Intro FREE in Canva
- How To Use Canva For Beginners
- How To Do Your First Pull-up Even if You're a Beginner
- How To Make McDonald's French Fries
- How To Beat The Instagram Algorithm With This Tip



Adjectives/Power Words

The use power words in your titles can be a big difference going from a boring title to one that gets clicks. However, do use it wisely because if you're promising something "useful" for instance, then you make sure it is useful. Of course, it is subjective as something that's useful may be useful to some and useless to others. Just keep it in mind.



8 FREE Websites You Probably Didn't Know Existed!

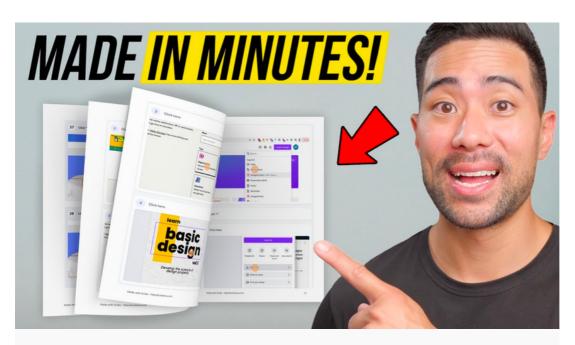
266,209 views • Jun 1, 2022

- 10 Amazing Canva Text Effects To Level Up Your Designs
- 21 Useful Digital Marketing Tools To Grow Your Business
- 11 Useful Chrome Extensions For Digital Marketers and Creators
- 8 FREE Websites You Probably Didn't Know Existed
- 21 Must-Try Canva Tips and Tricks



"This _____ [Result]" Formula

I like using this angle when I share something not-so-typical or a new tool that many do not know about. It's mysterious and definitely builds curiosity because viewers are wanting to know what the thing is. It may come across as clickbait-ey but it's not clickbait if what you're presenting fulfils your promise.



This App Makes Step-by-Step Guides in Minutes!

185,577 views • May 19, 2022

- This App Cleans Up Your Audio Instantly and For Free!
- This One Yoga Move Relieves Back Pain
- This Video Editing Technique Increases Views by 300%

The "Ideas" Angle

This angle deserves its own section despite it being a listicle type of angle. My first every viral video was my "20 Digital Product Ideas" video. I shared 20 different ideas to create a digital product. You can apply this to any niche. It's light and casual as you're simply sharing ideas and not making big promises.



CREATE YOUR DIGITAL PRODUCT

20 DIGITAL PRODUCT IDEAS | Digital Products To Sell Online

157,780 views • Mar 4, 2020

- 10 Side-Hustle Ideas You Can Start in 2022
- 5 Easy Halloween Costume Ideas You Can Make For Free
- 7 DIY Ideas That Will Surely Impress
- 20 Ways To Find Amazing Content Ideas
- 7 Clever Small Space Decor Ideas For Your Home

Reviews, Comparisons/Versus, and Alternatives

A common reason people go on YouTube is to watch reviews of products. They want to know is this product right for me or not? That's where you can come in and share your thoughts.

You can approach this in a few ways: 1) A dedicated review of a product, 2) Comparing one product to another, 3) Alternatives.



Some titles and variations that have worked for me:

- Best Email Marketing Platforms? Email Marketing Comparison
- iWriter Review | How To Use iWriter Content Writing Service iWriter Tutorial
- Gumroad vs Payhip vs Koji: Which is the Best Platform to Sell Digital Products?