



## **Viral Title Elements**

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### **Introduction**

This resource contains 10 elements that give YouTube titles virality.

#### **1. Refute an objection**

5% of the videos refute an objection

Ex:

“How to make money with Youtube shorts without making videos”

#### **2. Epic/Extreme**

6% of the videos epic/extreme topics

Ex:

“I Made A Giant 30 pound Kit-Kat”

#### **3. Beginner Tips**

8% of the videos are specifically for beginners

Ex:

“How to Get Your First Push-Up - Beginner Callisthenics and Motivation”

#### **4. Time frame**

9% videos include a time frame

Ex:

10K Followers in 10 Days (MY NEW STRATEGY)

#### **5. Deep desire**

14% of videos include a deep desire

Ex:

“How to Change Your Life in 3 Weeks [By 2022]”



## **6. Authority**

17% of the videos include authority

Ex:

“How U.S Military Linguists Learn Language Fast”

## **7. Timeliness**

20% of these videos are timely (aka newsjacking or trend jacking)

Ex:

“20 Halloween Candies You Should Never Eat” (Publishes A Week Before Halloween)

## **8. List**

28% of these videos are lists

Ex:

“The 7 Best Purchases To Make in Your 20’s”

## **9. Negativity**

39% of these videos used negativity

Ex:

“3 Reasons You Should NOT buy a Tesla”

## **10. Curiosity**

56% of videos use curiosity

Ex:

“Why Alton Brown Is Warning People About San Marzano Tomatoes”

## **11. Incentive**

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**\*\*On average viral videos have 2.2 of the elements above and 50% of all videos have one of these numbers in them.**