YouTube Title Formulas Swipe File

Fill-in-the-blank titles that say what the video delivers – Free, No Signup
Copy a formula, swap in your topic, then run the check

Copy-paste formulas

How-to formulas

Best for tutorials and problem-solving videos.

```
How to {achieve result} (without {common pain})
How to {achieve result} in {timeframe}
{Task} in {number} steps: a beginner's guide
The easiest way to {achieve result}
```

List formulas

Use real numbers you can deliver in the video.

```
{Number} {things} every {audience} should know
{Number} mistakes that make your {thing} worse
{Number} free tools for {job}
{Number} {things} I wish I knew before {milestone}
```

Experiment and story formulas

Only use them if the video really shows what the title says.

```
I tried {thing} for {timeframe}: here is what happened
I tested {number} {things} so you do not have to
What happened when I {action}
```

Comparison and decision formulas

Match the thing people are already comparing in search.

```
{Option A} vs {Option B}: which is better for {audience}?
Is {thing} worth it in {year}?
{Thing}: honest review after {timeframe}
```

Mistake and warning formulas

Keep the tone useful, not alarmist.

```
Stop doing this with your {thing}
The {thing} mistake that costs you {result}
Before you {action}, watch this
```

Check before you publish

- [ ] **The main keyword is near the start of the title.**
  Search shows the start of the title most reliably.
  YouTube Keyword Suggestion
- [ ] **The title is short enough to read in full, around 60 characters.**
  Longer titles get cut off in search and on phones.
- [ ] **It promises one specific thing that the video delivers.**
  A vague or exaggerated promise costs watch time.
- [ ] **The thumbnail adds to the title instead of repeating it.**
  YouTube Thumbnail Grabber
- [ ] **You wrote at least three versions and picked the clearest.**
  YouTube Titles Generator
- [ ] **You checked how the top results for the topic are titled.**
  Find the gap, do not copy.
  YouTube Search Results Export

Fill-in-the-blank title formulas for how-tos, lists, experiments and comparisons, plus a quick quality check.
Free at www.myfreshtools.com/resources/youtube-title-formulas-swipe-file