Title Workshop

Five patterns · the honesty test · craft rules

DIRECT QUESTION
The search phrase, asked back — your demand harvest wrote these already.

HOW-TO / RESULT
Concrete outcome + constraint: "Fix a Wobbly Chair in 20 Minutes."

HONEST CURIOSITY GAP
Opens a question the video genuinely answers.

STAKES / MISTAKE
Names a cost the viewer might be paying right now.

TRANSFORMATION
Before → after in one line — the native pattern of restoration lanes.

The honesty test

Would a viewer who watched the WHOLE video say the title told the truth? Yes — ship it, however dramatic. No — rewrite, however clicky. Retention punishes lying.

Craft: under 60 characters · promise in the first 40 · specifics beat vague · no all-caps begging.

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Ten drafts, one winner

THE VIDEO'S TRUE PROMISE (the ceiling no title may exceed):

TEN DRAFTS (mark each pattern; strike any that fail the honesty test):

Winner gets the upload. Runner-up becomes the description's first line. The rest go to the title morgue.

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Pre-title the Queue

Queue slots — working titles at queue-time

SLOT 1:

SLOT 2:

SLOT 3:

SLOT 4:

SLOT 5:

Pattern tracker

After five videos, tally which pattern wins YOUR audience:

Question ___ How-To ___ Curiosity ___ Stakes ___ Transformation ___

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What to do with this document

Your next steps

- [ ] Ten drafts across three patterns minimum — AI drafts, you pick
- [ ] Every title passes the full-watcher honesty test
- [ ] Queue pre-titled: packaging-first from today forward
- [ ] Keep the title morgue — unused drafts are demand evidence

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.