

## Content Creation / YouTube Content

Generate click-worthy video titles and thumbnail concepts that stop the scroll and drive high click-through rates on YouTube.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: YouTube SEO, CTR Optimization, Video Discovery

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Why This Prompt Exists

Most YouTube videos fail because titles and thumbnails don't earn the click.

You get:

- titles that are descriptive instead of curiosity-driven
- thumbnails that blend in with everyone else
- no understanding of what makes viewers click
- great content that no one ever watches
- CTR below 5% (the silent video killer)

But titles and thumbnails are not secondary.

They are the only reason anyone clicks.

- Pattern interrupt: unexpected or bold
- Curiosity gap: open a loop they want closed
- Specificity: numbers, names, concrete outcomes
- Emotion: surprise, anger, excitement, fear
- Thumbnail: high contrast, clear focal point, readable text

Without CTR optimization, your production quality doesn't matter.

This framework forces AI to create titles and thumbnails that earn clicks.

## The Prompt

Assume the role of a YouTube CTR specialist who knows that titles and thumbnails determine 90% of a video's success.

Your task is to generate optimized titles and thumbnail concepts.

Generate:

### 1. TITLE OPTIONS (15 titles)

Categories:

- How-to titles (3)
- List-based titles (3)
- Curiosity gap titles (3)
- Contrarian titles (3)
- Question-based titles (3)

### 2. TOP 3 TITLES RANKED

- With CTR prediction (%)
- Rationale for each

### 3. THUMBNAIL CONCEPTS (5 concepts)

For the winning title:

- Visual description
- Text overlay (3-5 words)
- Color palette suggestion
- Emotion to convey

#### 4. A/B TEST RECOMMENDATION

- Which 2 thumbnails to test first

#### INPUTS:

Video Topic:

[WHAT IS THE VIDEO ABOUT?]

Key Outcome or Promise:

[WHAT DOES THE VIEWER GET?]

Target Audience:

[WHO IS THIS FOR?]

Video Format:

[TUTORIAL / LISTICLE / STORY / INTERVIEW / REVIEW / VLOG]

Competitor Titles (if known, for differentiation):

[LIST]

#### RULES:

- Titles must be under 60 characters (mobile-friendly)
- No clickbait that doesn't deliver (promise must be kept)
- Curiosity gap must be specific, not vague ("you won't believe")
- Thumbnail text: 3-5 words maximum
- Thumbnail contrast: high (pop on dark/light backgrounds)
- Include CTR prediction with rationale

How To Use It

- A/B test thumbnails with 10-20% of impressions before full release.
- Titles under 60 characters display fully on mobile.
- Change titles and thumbnails if CTR is below 5% in first 24 hours.
- Study your niche's top-performing videos (CTR clues).
- Save winning title formulas for future videos.

Example Input

**Video Topic:** How to raise freelance rates without losing clients

**Key Outcome or Promise:** Learn a 3-step script for announcing rate increases that keeps 90% of clients

**Target Audience:** Freelancers earning \$30-\$80/hour

**Video Format:** TUTORIAL

**Competitor Titles:** "How to Raise Your Rates as a Freelancer," "The Right Way to Increase Your Prices"

Why It Works

Most YouTube videos fail because CTR is ignored.

This framework improves outcomes by forcing:

- multiple title categories (testing variety)
- CTR prediction (hypothesis)
- thumbnail concepts (visual hook)
- emotion targeting (psychological trigger)
- A/B test recommendation (data-driven)

Great YouTube optimization doesn't start with the video — it starts with the click.

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