

# ■ HOOK & TITLE SWIPE FILE

20 proven formulas to open strong and get the click — adapted for the Weight Loss niche

**How to use this swipe file:** Every formula below has three parts — the **Formula** (the template with blank brackets), an **Example** (filled in for the weight loss niche), and the **Why It Works** (the psychology behind it). Replace the bracketed text with your specific angle, story, or content. Don't just copy — adapt each formula to match your voice and your audience's specific pain.

## HOOKS — Open Strong or Lose Them Forever

■ Your hook is the first 5–10 seconds. If it doesn't stop the scroll, nothing else matters.

### RESULT HOOK

1

**"I went from [bad situation] to [impressive result] in [timeframe] — here's exactly how."**

e.g. "I went from 95kg to 72kg in 4 months — here's exactly what I changed."

◆ Leads with proof. The viewer immediately wants to know how to replicate the result.

### MISTAKE HOOK

2

**"If you're doing [common action], you're making the biggest [niche] mistake."**

e.g. "If you're skipping breakfast to lose weight, you're making the biggest diet mistake."

◆ Creates instant fear of loss. The viewer stops to protect themselves from a mistake they may already be making.

### CURIOSITY HOOK

3

**"Nobody talks about this — but it's the real reason your [desired outcome] isn't happening."**

e.g. "Nobody talks about this — but it's the real reason the weight isn't coming off."

◆ Opens a curiosity gap. The viewer has to keep watching to close it.

### COUNTER-INTUITIVE HOOK

4

**"Stop [commonly believed advice]. Here's what actually works for [outcome]."**

e.g. "Stop doing cardio every day. Here's what actually burns fat faster."

◆ Challenges deeply held beliefs. Triggers discomfort — and discomfort drives watch time.

### NUMBER HOOK

5

**"[Specific number] things that are silently stopping you from losing weight."**

e.g. "5 things that are silently stopping you from losing weight — even when you're trying."

◆ Specific numbers signal structure. The viewer knows exactly what they're getting and stays for all of them.

### RELATABILITY HOOK

6

**"If you've ever [frustrating experience], this video is for you."**

e.g. "If you've ever eaten clean all week and still not lost a single kilo — this video is for you."

◆ Makes the viewer feel seen instantly. When someone feels understood, they stay.

## PREDICTION HOOK

7

**"By the end of this video, you'll know exactly how to [specific outcome]."**

e.g. *"By the end of this video, you'll know exactly why you're not losing weight — and what to do instead."*

◆ Sets a clear payoff upfront. Gives the viewer a concrete reason to watch all the way through.

## TITLES — Get the Click or Stay Invisible

■ Your title and thumbnail work together. If your title doesn't create curiosity or urgency, they won't click.

## THE NUMBER LIST

8

**"[Number] [Adjective] Ways to [Achieve Desired Outcome] (Without [Common Pain])"**

e.g. *"7 Simple Ways to Lose Weight Faster (Without Starving Yourself)"*

◆ Lists perform consistently. The bracket removes the viewer's biggest objection before they even click.

## THE MISTAKE TITLE

9

**"Why You're Not [Achieving Result] (And How to Fix It)"**

e.g. *"Why You're Not Losing Weight (And How to Actually Fix It)"*

◆ Diagnoses the viewer's pain and immediately promises a solution. Irresistible to someone stuck.

## THE SECRET TITLE

10

**"The [Adjective] Truth About [Topic] Nobody Is Telling You"**

e.g. *"The Honest Truth About Weight Loss Nobody Is Telling You"*

◆ Positions your video as insider knowledge. Triggers FOMO — they don't want to miss what's been hidden from them.

## THE TRANSFORMATION TITLE

11

**"How I [Achieved Big Result] With [Minimal Resource/Time]"**

e.g. *"How I Lost 20kg Without the Gym or a Single Diet Plan"*

◆ Proof-based. The 'minimal resource' angle removes the 'I can't afford that' or 'I don't have time' excuse.

## THE WARNING TITLE

12

**"Stop [Common Action] If You Want to [Achieve Outcome]"**

e.g. *"Stop Counting Calories If You Actually Want to Lose Weight"*

◆ Pattern interrupt. Goes against conventional wisdom — creates instant curiosity and mild controversy.

## THE BEGINNER TITLE

13

**"[Topic] for Beginners: Everything You Need to Know to Get Started"**

e.g. *"Weight Loss for Beginners: Everything You Need to Know to Get Started"*

◆ Explicitly calls out the audience. Beginners self-select — high relevance equals high retention.

## THE CASE STUDY TITLE

14

**"I Tried [Method/Strategy] for [Timeframe] — Here's What Happened"**

e.g. *"I Ate Clean for 30 Days Straight — Here's What Happened to My Body"*

◆ Story-driven and results-focused. The experiment format makes viewers desperate to see the outcome.

## HYBRID FORMULAS — Hook + Title That Work Together

■ These formulas work both as video titles AND as opening hook lines. Use them across both.

## THE TIMEFRAME FORMULA

15

### "[Result] in [Specific Timeframe] — Even If [Common Objection]"

e.g. "Lose 10kg in 8 Weeks — Even If You've Tried Everything and Failed Before"

◆ Combines a specific promise with objection removal. One of the highest-converting formats on YouTube.

## THE CONTRAST FORMULA

16

### "What [Successful People] Do Differently (That Nobody Talks About)"

e.g. "What People Who Actually Keep the Weight Off Do Differently (That Nobody Talks About)"

◆ Positions the viewer as an outsider about to get insider access. Extremely clickable.

## THE EXACT FORMULA

17

### "The Exact [System/Plan/Routine] I Used to [Achieve Result]"

e.g. "The Exact Meal Plan I Used to Lose 15kg Without Feeling Hungry"

◆ 'Exact' is a power word. It promises specificity, not vague advice — which is what viewers are desperate for.

## THE VERSUS FORMULA

18

### "[Wrong Approach] vs [Right Approach]: Which One Actually Works?"

e.g. "Cardio vs Weight Training for Weight Loss: Which One Actually Works?"

◆ Creates instant debate. Viewers have a strong existing opinion and click to see if they're right.

## THE FAILURE FORMULA

19

### "I Failed at [Thing] for [Timeframe] Until I Did This One Thing"

e.g. "I Failed at Losing Weight for 3 Years Until I Did This One Thing"

◆ Vulnerability plus breakthrough equals trust. Viewers who relate to the failure stay for the fix.

## THE RANK FORMULA

20

### "[Number] [Niche] [Tips/Mistakes/Foods] Ranked From Worst to Best"

e.g. "8 Weight Loss Diets Ranked From Worst to Best (An Honest Breakdown)"

◆ The ranking angle adds a competitive element. Viewers scroll through to see if their favourite made the list.

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Hook & Title Swipe File — Weight Loss Edition • Adapt every formula to your voice and your audience's specific pain.