

FILL-IN-THE-BLANKS TEMPLATE FOR CRANKING OUT
VIDEOS THAT GENERATE MONSTER TRAFFIC...

Used By Youtube's Most Prolific Content Channels

THE 7 BILLION VIDEO VIEWS FORMULA



Read This First...

YouTube's most successful content channels like BuzzFeed, WatchMojo, Top Trending and Screen Rant have been using one particular type of video for years as their bread and butter content, and have generated more than 7 billion views from it.

So after analysing over 137 of the Internet's top viral videos, each one with over 5 million views, we've documented this winning formula into a fill in the blanks template to help you to start generating monster traffic like the pros today.

It's called a *Listicle*...

In simple terms, a listicle is an article presented in the form of a list.

Here's why listicle videos are incredibly effective at producing traffic...

With people's attentions spans getting shorter, so is their patience for long winded articles laden with complex concepts. With their short, simple format listicles are quick and easy to digest, and as a result more people are able to consume them.

Combine this with our biological compulsion to complete things, numbered lists provide the perfect hook to pull people through to the end of your content, which in turn will skyrocket your audience retention. This is a critical factor for earning high video rankings.

And finally, despite their brief nature, listicles provide a substantial value. They're interesting, helpful and often entertaining, which is the perfect recipe for highly shareable, viral content.

Plus, they're super-easy to create which means you can create a lot of them quickly, and as there's no end to the types of lists you can come up with, they're infinitely repeatable.

So go ahead, follow the simple steps below and start cranking out irresistible traffic-pumping listicle videos now...

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The Anatomy of a Listicle

A Listicle is made up of 4 Parts:

PART ONE: Compelling Title

PART TWO: Introduction

PART THREE: Bulleted List

PART FOUR: Call To Action

PART ONE: Title

All great Listicles start with a compelling title. It should be short, to the point and include a number, it should sound interesting or useful, and it's a good idea to include a benefit if you can too.

EXAMPLE:

- 5 Kitchen Storage Solutions That Are Borderline Genius
- 5 Simple Plumbing Fixes You Can Do At Home
- 5 Common Mistakes Home Owners Make When Renovating
- 5 Questions You Need To Ask When Choosing A Kindergarten
- 5 Tricks Electricians Use To Save Energy And Money

Simply copy and paste one of the 42 pre-written headlines at the end of this document and fill in the blanks with your own content.

PART TWO: Introduction

The aim of your introduction is to briefly introduce the topic and discuss the reason for the list that is to follow. Once again keep it short and sweet, 1-3 paragraphs is all you'll need.

Paragraph #1: Announce the topic of the video and describe the central problem you'll be addressing.

EXAMPLE:

Did you know that the average adult spends more than 3 years of their life in the kitchen? With so much time spent in this culinary workshop you'd expect it to function like a well oiled machine.

However, with most kitchens being so poorly optimised, the reality for most people is that preparing a meal can feel more like a tiresome game of Tetris as you juggle pots and pans, appliances and groceries that ooze from every cupboard.

Paragraph #2: Introduce the list as the solution to the problem.

EXAMPLE:

So in this video we'll show you 5 incredibly simple kitchen hacks you can apply in your house to better use the space you have, and transform your kitchen from a place you dread, into a well organised creative studio fit for a chef.

PART THREE: The List

The list makes up the bulk of your content, however don't let that intimidate you. The beauty of the list is that each item is a little self-contained bite-sized piece. They're short, only a few sentences each, are easy to write, and you guessed it follow a simple formula.

Ideally you should keep the list between 3-10 items. Less than 3 and it's not much of a list. More than 10 and you'll risk overloading your viewers.

Here's the formula for each item in your list:

Step #1: State what it is

EXAMPLE:

#1 The Pantry

Step #2: In just a few sentences briefly describe the common problem associated with this item

EXAMPLE:

For most people the pantry is the most frequently used cupboard in the kitchen. Unfortunately though it can also be one of the most frustrating, with it's deep shelves often forcing you to juggle multiple items from the front in order to access items at the back.

Step #3: And finally talk about your alternative solution

EXAMPLE:

A great way to make every inch of your pantry easily accessible without sacrificing any usable space is to turn your shelves into drawers. This way you can simply pull them out one at a time bringing every single item within easy reach.

You can then repeat this process for each list item. It's important not to overthink it either, short, punchy and interesting will win every time.

List Item #2

EXAMPLE:

State List Item

#2 The Dreaded Corner Cupboard

Describe the Problem

Quite possibly the most annoying space in your kitchen, the corner cupboard beneath your bench is home to vast amounts of painfully awkward space. This is because the front access point is disproportionately small compared to the overall storage area.

Describe the Solution

What you need is a simple way to get items from the back to the front, without having to get down on your knees and reach aimlessly into the abyss. A great way to do this is to add a Lazy Susan to each shelf, allowing you to rotate items to the front like a carousel. And you can pick these up for a few bucks at you local hardware store.

List Item #3

EXAMPLE:

State List Item

#3 Appliances

Describe the Problem

Whether you get by with just a toaster and a kettle or you collect them like they're going out of fashion, there's no escaping the fact that every modern kitchen will have at least a few. The problem, is that they take up tons of working bench space, and unless you've bought the expensive designer kind, they're likely to make your kitchen feel more like a stand at a swap meet, rather than a free flowing work space.

Describe the Solution

An elegant solution for making your appliances both easily accessible but at the same time easy to conceal, is to move them into a cupboard and convert the standard swing doors to retractable pocket doors. This way you'll have unrestricted access to them when you're using them, but when guests come over, hiding them is as simple as closing a door.

List Item #4

EXAMPLE:

State List Item

#4 Pot Storage

Describe the Problem

Pots and pans are one of those things that you use just about every day, and if you're like most people, you probably have them sitting inside a cupboard stacked on top of each other like a half finished game of Jenga. And each time you reach for one you risk the whole stack falling down in a symphony of clanging and banging.

Describe the Solution

A simple solution is to install a retractable hanging rack allowing you to pull them out like a drawer and pick the one you with ease.

List Item #5

EXAMPLE:

State List Item

#5 Under The Kitchen Sink

Describe the Problem

Under the sink is a notoriously awkward space, mainly because of the plumbing required for draining water. However, just because this space harbours and obstacle doesn't mean it should be condemned.

Describe the Solution

By installing custom drawers that navigate the pipes (similar to those in the pantry) you can bring typically difficult to access bottles, brushes and sponges within an arm's reach. Another neat hack is to add small fold down flaps to the very top of this space, for even more convenient access to your sponges and brushes, which get used multiple times per day.

PART FOUR: Call To Action

If you've done a good job of the first 3 parts, this is where the traffic will start to flow. All you have to do is tell them what you want them to do next. As a baseline you should ask them to like, comment, or subscribe (to boost your engagement score), but you could also suggest watching your other videos, visiting your website or any other type of action you like.

Here are some suggestions:

EXAMPLE:

Subscribe, like, leave a comment.

To get more storage solution videos like this, hit the like and subscribe button, and leave a comment below to let me know what you'd like to see next.

Ask a question and request the answers be left in the comments.

Do you agree with our list? Join the discussion and let use know in the comments what you think...

Visit your website.

If you'd like help putting these cool ideas to work in your kitchen, get in touch via the link below, or call us on this number, we'd love to help you."

Bringing it all together - Your Copy & Paste Templates...

Now that you know how each section of the listicle works, copy and paste this template, and fill in the blanks to create your listicle video script.

Title

- 5 _____ That Are Borderline Genius
- 5 _____ You Won't Believe About _____
- 5 Simple _____ You Can Do At Home
- 5 Proven Tips For _____
- 5 Facts You Won't Believe About _____
- 5 Simple Tricks To _____
- 5 Mistakes People Make When _____
- 5 Common Mistakes _____ Make When _____
- 5 Tricks You Need To Know Before Attempting _____
- 5 Questions You Need To Ask Before Hiring a _____
- 5 Questions You Need To Ask When _____
- 5 Skills Every _____ Should Know About _____
- 5 Truths About _____
- 5 Secrets For Doing _____
- 5 Secrets For Achieving _____ Without Having To _____
- 5 Reasons Why _____ Don't Use _____
- 5 Tricks To Free Yourself From _____
- 5 Ways To Bulletproof _____
- How To Finally _____ In 5 Easy Steps
- 5 Hacks To Guarantee You Always _____
- 5 Hacks To Guarantee You Never Have To _____
- 5 Steps To Shortcut Your Way To _____
- 5 Tricks Pro _____ Use To Get _____
- 5 Tricks Pro _____ Use To Achieve _____
- 5 Tricks Pro _____ Use To Avoid _____
- 5 Simple Tricks Used By _____ To _____
- 5 Ways To Give yourself An Immediate Boost Before _____
- 5 Ways To Give yourself An Immediate Boost When _____
- 5 Ways To Give yourself An Immediate Boost After _____
- 5 Struggles _____ Have When _____ And What To Do About It
- 5 Unwritten _____ Rules You Need To Follow When _____
- 5 Cool Things You Can Do With _____
- 5 Simple _____ Solutions For _____
- 5 Fastest Ways To _____
- 5 Most Incredible Facts About _____
- 5 Best Places To Go When _____
- 5 Ways To Know When You've _____
- 5 Most Popular Things To Do When _____

Top 5 Things _____ Do When _____
5 Ways To Motivate Yourself When _____
5 Things You Probably Don't Know About _____ But Should
5 Lies About _____
How To Avoid _____ In 5 Simple Steps
5 Ways To Shortcut _____
5 Things To Do Before _____

Introduction

Paragraph #1: Announce the topic of the video and describe the central problem you'll be addressing:

Paragraph #2: Introduce the list as the solution to the problem:

The List

State List Item #1:
Describe the Problem:
Describe the Solution:

State List Item #2:
Describe the Problem:
Describe the Solution:

State List Item #3:
Describe the Problem:
Describe the Solution:

State List Item #4:
Describe the Problem:
Describe the Solution:

State List Item #5:
Describe the Problem:
Describe the Solution:

Call To Action

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Ask a question and request the answers be left in the comments.

Visit your website.