

YOUR LAUNCH KIT RESOURCE

Niche Pack

100 Pre-Validated Video Titles & Full Outlines

5 High-CPM Niches · 20 Titles Each
Hook + Key Points + Outro for Every Video

Pick a title. Follow the outline. Start scripting.

How to Use This Pack

Each niche section contains 20 video titles. For every title you get: **(1) a HOOK** — the opening statement or question that grabs attention; **(2) KEY POINTS** — the specific topics to cover in that video; **(3) an OUTRO** — how to close and what to call viewers to action.

To use: choose a title from any niche, open your AI tool (ChatGPT or Claude), and paste: "Write a [X]-word YouTube video script titled: [TITLE]. Hook: [HOOK]. Cover these points: [POINTS]. Close with: [OUTRO]." Then paste the resulting script into ElevenLabs.

Niche Overview

Niche	CPM Range	Affiliate Potential	Recommendation
Finance	\$12–\$28	Very High	Top Pick
AI & Technology	\$8–\$22	High	Top Pick
Self-Improvement	\$6–\$15	Medium	Strong
Business	\$10–\$25	High	Strong
True Crime	\$4–\$10	Low-Medium	Easy Start

NICHE 01 OF 05

Finance

Personal Finance & Investing

CPM Range: \$12–\$28 · 20 Pre-Validated Video Titles

1 7 ISA Mistakes Costing UK Savers Thousands Every Year

- HOOK** Did you know the average ISA earns 1.2% when it could earn 10 times that?
- POINTS** What an ISA actually is · The 5 most common provider mistakes · Why cash ISAs are often the worst choice · Stocks and Shares ISA basics · Transfer rules most people miss · How to fix each mistake in 10 minutes
- OUTRO** Check your ISA today — the link in the description takes you to a free comparison tool.

2 How I Paid Off \$47,000 in Debt in 18 Months on an Average Salary

- HOOK** Most people think they need a pay rise to get out of debt. They are completely wrong.
- POINTS** The debt avalanche vs debt snowball methods · How to cut expenses without feeling miserable · The side hustle that added \$400/month · Negotiating down interest rates · The psychological tricks that keep you on track · Month-by-month breakdown
- OUTRO** If you want the exact spreadsheet I used, the link is in the description below.

3 The Beginner's Guide to Index Funds: Why 93% of Fund Managers Can't Beat Them

- HOOK** A simple investment that outperforms most professional fund managers. Here's how it works.
- POINTS** What an index fund actually is · Why active management typically underperforms · S&P 500 vs total market vs global funds · How to open an account in 15 minutes · How much to invest monthly · The power of compound returns over 20 years
- OUTRO** The platform I use is linked in the description — takes 15 minutes to set up.

4 5 Things Your Bank Doesn't Want You to Know About Savings Rates

- HOOK** Banks are quietly profiting from your loyalty. Here's how much it's actually costing you.
- POINTS** The loyalty penalty explained with real numbers · How to find the best savings rates in under 5 minutes · Fixed vs easy-access accounts · FSCS protection — what's actually covered · The auto-switch trick that earns passively · How much the average person loses by staying loyal
- OUTRO** The comparison tool I recommend is free and takes two minutes — link below.

5 How to Build a \$1,000 Emergency Fund in 90 Days (Even on a Tight Budget)

- HOOK** One unexpected bill derails more financial plans than anything else. Here's how to protect yourself.
- POINTS** Why \$1,000 specifically · The 90-day savings sprint method · 15 cuts most people never consider · High-yield savings accounts vs current accounts · Automating your savings so you can't spend it · What to do once you hit \$1,000
- OUTRO** The budgeting app I recommend is free — link in the description.

6 Renting vs Buying: The Math Nobody Shows You

- HOOK** Everyone has an opinion on renting vs buying. Almost nobody shows you the actual numbers.
- POINTS** The real cost of homeownership beyond the mortgage · The opportunity cost of a down payment · When renting genuinely wins financially · The break-even timeline for buying · How location changes everything · What to do if you can't decide
- OUTRO** The calculator I walk through is linked in the description.

7 What is a SIPP and Why You Should Start One Before 40

- HOOK** A SIPP could be the most tax-efficient investment account you have never heard of.
- POINTS** What a SIPP is and how it works · The tax relief that doubles your contributions · SIPP vs workplace pension — key differences · How to choose a SIPP provider · Investment options inside a SIPP · Common mistakes to avoid
- OUTRO** The provider comparison guide is linked below.

8 The 50/30/20 Budget Rule Explained (And Why It Might Not Work for You)

- HOOK** The 50/30/20 rule is everywhere. But for most people, the real numbers look very different.
- POINTS** How 50/30/20 was designed and for whom · Why it fails on average UK salaries · Three alternative frameworks · How to build YOUR personal budget split · The one number that matters most · Tools that automate this for you
- OUTRO** The budgeting template I use is free in the description.

9 How to Invest \$100 a Month and What It Becomes in 10, 20, 30 Years

- HOOK** One hundred dollars a month. Not a lot. But watch what time does to it.
- POINTS** Compound interest explained visually · The difference between 5%, 7% and 10% returns · Where to put \$100/month in 2025 · The cost of starting 5 years later · How to increase contributions over time · The 'latte factor' myth debunked
- OUTRO** The investment calculator I used is linked below.

10 5 Credit Score Myths That Are Keeping Your Score Low

- HOOK** Most people are managing their credit score based on myths. Here is what actually works.
- POINTS** Myth 1: Checking your score hurts it · Myth 2: You need to carry a balance · Myth 3: Closing old accounts helps · Myth 4: Income affects your score · Myth 5: You only have one score · What actually moves the needle
- OUTRO** The free credit monitoring service I recommend is linked in the description.

11 Why Most People Retire Broke (And the 3 Decisions That Prevent It)

- HOOK** The retirement crisis is real. But it is almost entirely preventable with three specific decisions.
- POINTS** The retirement savings gap in real numbers · Decision 1: When to start · Decision 2: Which account to use · Decision 3: What to invest in · The government match most people miss · A realistic savings roadmap by age
- OUTRO** The retirement calculator is linked below — run your own numbers now.

12 How I Make \$400 a Month in Passive Dividend Income (Full Breakdown)

- HOOK** Dividend investing is one of the most misunderstood income strategies. Here's exactly how it works.
- POINTS** What dividends actually are · Dividend yield vs dividend growth explained · Building a dividend portfolio from scratch · The reinvestment strategy that accelerates growth · UK-specific tax considerations · Which platforms to use
- OUTRO** The dividend tracker spreadsheet is free in the description.

13 The Truth About Buy-to-Let in 2025: Is It Still Worth It?

- HOOK** Buy-to-let was the go-to investment for a generation. In 2025, the calculation has completely changed.
- POINTS** How tax changes killed many landlords' returns · The real yield after costs · Alternatives that beat buy-to-let in 2025 · If you already own rental property — what now · The types of property still worth buying · Expert verdict on the 2025 market
- OUTRO** The rental yield calculator is linked in the description.

14 What Dave Ramsey Gets Right — and Dangerously Wrong

- HOOK** Dave Ramsey has helped millions. He has also led some people badly astray. Here's the breakdown.
- POINTS** The Baby Steps that genuinely work · Where his advice breaks down for high earners · The investing advice he gets wrong · His stance on credit cards examined · What the data says about his methods · A modified framework that improves on his system
- OUTRO** My recommended personal finance reading list is linked below.

15 How Much House Can You Actually Afford? The Real Formula

- HOOK** Mortgage calculators tell you what you can borrow. They don't tell you what you can afford.
- POINTS** Why bank approval is not the right benchmark · The all-in cost of homeownership · The 28/36 rule explained · How interest rate changes affect affordability · The hidden costs first-time buyers miss · A safer affordability formula
- OUTRO** The homebuying checklist is free in the description.

16 The Honest Truth About High-Yield Savings Accounts in 2025

- HOOK** Interest rates have changed everything about savings in the last two years. Here is the current picture.
- POINTS** What counts as 'high yield' in 2025 · The best accounts available right now · Easy access vs fixed term explained · The FSCS protection rules · How to split savings across accounts strategically · When a high-yield account is NOT the right choice
- OUTRO** The current best savings rates are linked below — updated weekly.

17 Why Your Pension is Probably Invested in the Wrong Things

- HOOK** Most workplace pensions default to a 'lifestyle' fund that quietly destroys returns. Here's why.
- POINTS** How default funds are chosen · The lifestyle fund problem explained · How to check your current allocation · How to switch funds in your pension · What to switch to at different ages · The difference this makes over 20 years
- OUTRO** The pension review checklist is free in the description.

18 The 'Latte Factor' Is Mostly a Myth — But THIS Expense Is Killing Your Wealth

- HOOK** Cutting coffees will not make you rich. But there is one expense that genuinely might.
- POINTS** Why the latte factor is mathematically irrelevant · The three expenses that actually affect wealth-building · The subscription creep problem · Housing cost as a percentage of income · The one financial habit that beats everything else · How to audit your big expenses in one hour
- OUTRO** The expense audit template is free in the description.

19 Zero-Based Budgeting: The Method That Changed My Finances

- HOOK** Zero-based budgeting sounds extreme. It is actually the clearest way to take control of your money.
- POINTS** What zero-based budgeting actually means · How it differs from traditional budgeting · Step-by-step setup in under an hour · The most common mistakes people make · How to handle irregular income · Apps that automate most of it
- OUTRO** The zero-based budget template is free — link in the description.

20 The Financial Moves to Make in Your 20s, 30s, 40s and 50s

HOOK What matters in your 20s is completely different from what matters in your 50s. Here is the decade-by-decade breakdown.

POINTS 20s: the three foundational moves · 30s: accelerating and protecting · 40s: maximising and pivoting · 50s: the pre-retirement strategy · The mistakes each decade typically makes · The one move that applies at every age

OUTRO The decade-specific action checklist is free in the description.

NICHE 02 OF 05

AI & Technology

AI & Technology

CPM Range: \$8-\$22 · 20 Pre-Validated Video Titles

1 The 10 Best AI Tools of 2025 That Actually Save Time (Ranked)

HOOK

Most AI tools are hype. These ten are genuinely changing how people work.

POINTS

How I tested and ranked them · Tool 1: Best for writing · Tool 2: Best for images · Tool 3: Best for productivity · Tools 4-7: Specialist tools worth knowing · Tools 8-10: Hidden gems most people miss

OUTRO

All tools are linked in the description — most have free tiers.

2 ChatGPT vs Claude vs Gemini: Which AI is Actually Best in 2025?

HOOK

The AI wars have a clear winner in 2025 — but it depends entirely on what you're doing.

POINTS

How I ran the same 10 tasks through each · Writing quality compared with examples · Coding performance breakdown · Research and accuracy comparison · Price comparison for power users · Final verdict and which to use when

OUTRO

My recommended AI stack for different use cases is linked below.

3 How to Make \$3,000 a Month Using AI Tools (No Tech Skills Required)

HOOK

AI has created income opportunities that did not exist two years ago. Here are the most accessible ones.

POINTS

The 5 most profitable AI-assisted income streams · Faceless YouTube channels explained · AI-assisted freelance writing · AI image generation for print-on-demand · Prompt engineering as a service · Which one to start with based on your situation

OUTRO

The beginner's guide to AI income is linked in the description.

4 I Tried to Build a Full Business Using Only AI — Here's What Happened

- HOOK** I gave myself 30 days to build a complete business using only AI tools. The results were surprising.
- POINTS** Day 1-7: Ideation and validation with AI · Day 8-14: Building the product · Day 15-21: Marketing and content creation · Day 22-30: Sales and delivery · What AI was brilliant at · Where it completely failed
- OUTRO** The full 30-day log is in the description.

5 The Beginner's Guide to Prompt Engineering (That Actually Works)

- HOOK** The difference between a mediocre AI output and an exceptional one is almost entirely in how you ask.
- POINTS** The anatomy of a great prompt · The 5 elements every effective prompt includes · Chain-of-thought prompting explained · Role prompting with examples · The most common prompting mistakes · 10 prompt templates you can use immediately
- OUTRO** The 50-prompt starter vault is free in the description.

6 ElevenLabs Review 2025: Is It Still the Best AI Voice Generator?

- HOOK** ElevenLabs dominated AI voice generation. In 2025, the competition has caught up — but has it overtaken?
- POINTS** ElevenLabs current pricing breakdown · Voice quality comparison with 4 competitors · Best use cases for ElevenLabs specifically · Where competitors now beat it · The free tier — what you can actually do · Final recommendation by use case
- OUTRO** All voice generators are linked and compared in the description.

7 How AI is Changing YouTube Forever (And What It Means for Creators)

- HOOK** The YouTube landscape of 2025 looks nothing like 2022. AI is why.
- POINTS** The rise of faceless AI channels · How production costs have collapsed · What AI cannot replace on YouTube · The new creator opportunities this creates · How the YouTube algorithm is adapting · What to do if you're a traditional creator
- OUTRO** The guide to AI-assisted YouTube creation is linked below.

8 The 5 AI Tools That Replaced My Entire Freelance Team

HOOK I used to pay five people. Now I use five AI tools. Here is the honest comparison.

POINTS The copywriter I replaced with Claude · The video editor I replaced with CapCut AI · The graphic designer replaced by Canva AI · The researcher replaced by Perplexity · The scheduler replaced by AI automation · What I still hire humans for

OUTRO All tools are free to start — links in description.

9 How to Use AI to Write a YouTube Script in Under 10 Minutes

HOOK Most people spend hours on scripts. This workflow takes ten minutes and produces better results.

POINTS The exact prompt structure that works · How to feed your research into the prompt · Editing AI output for natural delivery · Adding your unique angle to AI content · The ElevenLabs prep step most people skip · A live demo from start to finish

OUTRO The script prompt template is free in the description.

10 Midjourney vs DALL-E vs Adobe Firefly: Which AI Image Generator Wins?

HOOK Three different AI image generators. Three different strengths. Here is when to use each.

POINTS Side-by-side comparison on the same prompts · Photorealism comparison · Illustration and art style performance · Pricing breakdown for regular users · Which integrates best with other tools · Final recommendation by use case

OUTRO All three are linked in the description with current pricing.

11 The Truth About AI Replacing Jobs: What the Data Actually Shows

HOOK The headlines say AI is replacing everyone. The data tells a more nuanced story.

POINTS Which jobs are actually being automated right now · The jobs AI is creating · The skills that remain AI-proof · Timeline projections from leading researchers · What to do if your role is at risk · The honest career advice for 2025-2030

OUTRO The career resilience guide is linked in the description.

12 How to Build a Faceless YouTube Channel Using AI (Zero Experience Needed)

- HOOK** You do not need a camera, a microphone, or any production experience. Here is the full workflow.
- POINTS** Choosing your niche using data · Writing scripts with AI in 10 minutes · Generating professional voiceover with ElevenLabs · Building video with InVideo AI · Editing captions in CapCut · Optimising for YouTube search
- OUTRO** The free beginner toolkit is linked in the description.

13 I Automated My Entire Content Business Using AI — Full Workflow Revealed

- HOOK** Every week I publish content on five platforms. AI does 90% of the work. Here is how.
- POINTS** The source content creation step · AI clip extraction with OpusClip · Automated caption generation · Scheduling across five platforms · The only parts that still need human input · Full cost breakdown per month
- OUTRO** The automation workflow guide is free in the description.

14 The Honest Beginner's Guide to Investing in AI Stocks in 2025

- HOOK** Everyone wants AI exposure in their portfolio. Most people are doing it wrong.
- POINTS** The three ways to invest in AI · Individual stocks vs ETFs for AI exposure · The AI ETFs worth knowing about · Valuation concerns in the AI sector · How much AI exposure is appropriate · The stocks I would avoid and why
- OUTRO** The AI investment research guide is in the description.

15 Can AI Write Better Than Humans? I Ran 50 Tests to Find Out

- HOOK** I gave the same writing tasks to three AI tools and three human writers. The results were not what I expected.
- POINTS** The 10 categories I tested · Where AI dominated convincingly · Where human writers still won clearly · The hybrid approach that beats both · What this means for writers and content creators · The one skill that AI cannot yet replicate
- OUTRO** The full test results document is linked in the description.

16 How to Use Perplexity AI for Research (Better Than Google in 5 Ways)

- HOOK** Perplexity AI has changed how I research everything. Here is why it beats Google for specific tasks.
- POINTS** What Perplexity does that Google doesn't · Citation and source verification · The prompt types it excels at · When to use Google instead · Pro tips most users never discover · Free vs Pro — is the upgrade worth it
- OUTRO** Perplexity is free to start — link in description.

17 The AI Tools That Are Actually Worth Paying For in 2025

- HOOK** Free AI tools are everywhere. These are the ones where the paid upgrade genuinely changes things.
- POINTS** Claude Pro — what the upgrade unlocks · ElevenLabs Creator — when it's worth it · Canva Pro — the specific features that matter · OpusClip — the paid tier breakdown · Tools where the free tier is genuinely enough · Monthly cost if you subscribe to all of them
- OUTRO** Current pricing for all tools linked in description.

18 How I Generated \$1,200 in One Week Selling AI-Generated Faceless Videos

- HOOK** Not through YouTube ads. Not through sponsorships. Through a method most people completely overlook.
- POINTS** The business model explained · Finding clients who need this service · The production workflow from script to delivery · Pricing your services correctly · How to get your first client without experience · Scaling beyond the first week
- OUTRO** The client outreach template is free in the description.

19 The 2025 Guide to Automating Your Small Business With AI

- HOOK** Small businesses that adopted AI in 2024 are running at a fraction of the cost. Here is what they did.
- POINTS** Customer service automation · Content and marketing on autopilot · Bookkeeping and invoicing tools · Project management AI tools · The tools with the fastest ROI · Implementation order that makes sense
- OUTRO** The small business AI toolkit is free in the description.

20 Why Every Creator Needs to Understand AI Copyright in 2025

HOOK AI-generated content exists in a legal grey area that is rapidly changing. Here is what you need to know.

POINTS Current copyright law on AI content · The platforms' positions on AI content · What you can and cannot monetise · How to protect your AI-assisted work · The court cases changing everything · Practical rules for creators in 2025

OUTRO The AI creator legal guide is linked in the description.

NICHE 03 OF 05

Self-Improvement

Self-Improvement & Productivity

CPM Range: \$6-\$15 · 20 Pre-Validated Video Titles

1 The Morning Routine That Changed Everything (And It's Not What You Think)

HOOK Everyone has an opinion on morning routines. This one is backed by the science and takes under 30 minutes.

POINTS Why most morning routines fail · The science of cortisol and morning timing · The 5-element routine framework · What to eliminate from your mornings first · How to build the routine gradually · The one non-negotiable element

OUTRO The free morning routine builder template is in the description.

2 How to Stop Procrastinating: The Method That Actually Works

HOOK Every productivity book addresses procrastination. Almost none of them fix it. This method does.

POINTS Why willpower-based solutions fail · The emotional root of procrastination · The two-minute rule and when it breaks down · Implementation intentions — the research-backed fix · Time blocking vs task batching · The identity shift that makes it permanent

OUTRO The procrastination reset worksheet is free in the description.

3 I Quit Social Media for 30 Days — Here's the Honest Results

HOOK Everyone recommends a social media detox. Almost nobody tells you the uncomfortable truth about what happens.

POINTS Days 1-7: The withdrawal phase · Days 8-14: What filled the gap · Days 15-21: Unexpected side effects · Days 22-30: The clarity that emerged · What I went back to and what I cut permanently · The social media rules I now live by

OUTRO The digital minimalism guide is linked in the description.

4 The Science of Building Habits That Actually Stick

- HOOK** Most habits fail within two weeks. Here is the neuroscience behind why — and the exact method that works.
- POINTS** The habit loop: cue, routine, reward · Why motivation is the wrong foundation · Habit stacking explained with examples · The minimum viable habit principle · How to design your environment for habits · Tracking methods that don't become a burden
- OUTRO** The habit design worksheet is free in the description.

5 How to Read 52 Books a Year (Even With a Full-Time Job)

- HOOK** Reading 52 books a year sounds impossible. For the last three years it has been my reality.
- POINTS** The time audit that creates reading time · Speed reading myths vs genuine techniques · Active reading vs passive reading · How to choose books worth your time · Note-taking that makes reading stick · The schedule that makes it sustainable
- OUTRO** My current reading system is detailed in the description.

6 The Discipline Hack That High Performers Use (And Nobody Talks About)

- HOOK** Discipline is not about motivation. It is about decision architecture. Here is how elite performers think about it.
- POINTS** Why motivation-based discipline always fails · The environment design principle · Reducing decision fatigue deliberately · Commitment devices — what they are and how to use them · The accountability structure that works · The identity-based discipline shift
- OUTRO** The discipline design guide is free in the description.

7 How to Stop Overthinking in 5 Steps

- HOOK** Overthinking is not a character flaw. It is a cognitive pattern. And patterns can be changed.
- POINTS** What overthinking actually is neurologically · The rumination cycle and how to break it · The 5-4-3-2-1 grounding technique · Scheduled worry time — why it works · The action bias that beats overthinking · When to seek professional support
- OUTRO** The overthinking reset guide is linked in the description.

8 The \$0 Morning Routine of Highly Effective People

- HOOK** Cold plunges, \$60 supplements, and hour-long meditation sessions are not required. Here's what actually matters.
- POINTS** The science of a consistent wake time · Light exposure in the first 30 minutes · Movement before screens · The most effective free journaling technique · Cold water — is it actually necessary? · Building the routine in five stages
- OUTRO** The free morning routine checklist is in the description.

9 How to Focus in a World Designed to Distract You

- HOOK** Attention is the most valuable resource you have. Technology companies know this. Do you?
- POINTS** How distraction works neurologically · The cost of context switching in real hours · The phone settings that restore focus · Deep work scheduling explained · The Pomodoro method and its alternatives · Building a distraction-proof workspace
- OUTRO** The focus system setup guide is free in the description.

10 Why Journaling Changed My Life (And the Exact Method I Use)

- HOOK** Journaling is recommended everywhere. Most people do it wrong and quit within two weeks.
- POINTS** Why unstructured journaling often fails · Morning pages vs prompted journaling · The gratitude practice backed by research · The weekly review format that works · How to journal for problem-solving · 5 minutes vs 20 minutes — what research says
- OUTRO** The journaling starter guide is free in the description.

11 The Stoic Philosophy Guide for Modern Life (In Plain English)

- HOOK** Stoicism is 2,000 years old. It also describes exactly how high performers think today.
- POINTS** The four Stoic virtues explained simply · Negative visualisation and why it works · The dichotomy of control in daily life · How to apply Stoic thinking to anxiety · Marcus Aurelius vs modern self-help · 3 Stoic practices to start today
- OUTRO** The Stoic starter reading list is in the description.

12 How I Doubled My Productivity Without Working More Hours

- HOOK** The goal is not to work more. It is to produce more with the same or fewer hours.
- POINTS** The output audit that reveals wasted time · Eliminating low-value work first · Batching similar tasks for deep focus · Energy management vs time management · The weekly review that keeps everything on track · Tools that genuinely help vs tools that distract
- OUTRO** The productivity audit worksheet is free in the description.

13 5 Books That Changed How I Think About Money, Time, and Success

- HOOK** These are not the books everyone recommends. They are the ones that actually changed my thinking.
- POINTS** Book 1: The Psychology of Money — key insight · Book 2: Deep Work — the takeaway most people miss · Book 3: The Almanack of Naval Ravikant · Book 4: Can't Hurt Me — the uncomfortable lesson · Book 5: Atomic Habits — beyond the basics · How to read these five in the right order
- OUTRO** All five books are linked in the description with free summaries.

14 How to Build Unshakeable Confidence (Without Faking It)

- HOOK** Confidence is not a personality trait. It is a skill. And it is built in a specific order.
- POINTS** Why 'fake it till you make it' backfires · Competence as the foundation of confidence · Small wins and the confidence spiral · Posture and physiology — what the research shows · The self-talk patterns of confident people · How to rebuild after failure
- OUTRO** The confidence building roadmap is free in the description.

15 Why You're Exhausted All the Time (And It's Not What You Think)

- HOOK** Tiredness that sleep doesn't fix is not a sleep problem. Here is what is actually happening.
- POINTS** The four types of exhaustion · Decision fatigue and how to reduce it · Emotional exhaustion vs physical tiredness · The role of meaning in energy levels · The recovery activities that actually work · When to consult a doctor vs self-manage
- OUTRO** The energy audit guide is free in the description.

16 The One-Page Life Plan That Changed My Approach to Everything

- HOOK** Strategic planning is not just for businesses. The most intentional people do it for their lives.
- POINTS** Why most people never plan their lives deliberately · The one-page framework explained · Setting goals across five life areas · The quarterly review process · How to handle plans that fall apart · A live walkthrough of my own plan structure
- OUTRO** The one-page life plan template is free in the description.

17 How to Stop Caring What Other People Think

- HOOK** Social approval is hardwired. Escaping it is not about not caring — it is about caring about the right things.
- POINTS** The evolutionary reason we care about others' opinions · Whose opinion actually matters vs whose doesn't · The exposure technique that reduces social anxiety · Values clarity as an anchor · How to handle criticism constructively · The identity work underneath this
- OUTRO** The values clarification exercise is free in the description.

18 How High Performers Use Sundays to Win the Entire Week

- HOOK** The Sunday routine is not about productivity hacks. It is about removing friction before the week begins.
- POINTS** The Sunday review — what to look back at · Weekly planning in under 30 minutes · Meal prep and its cognitive benefits · Environment reset for Monday morning · The 3 questions that clarify priorities · What to absolutely avoid on Sundays
- OUTRO** The Sunday planning template is free in the description.

19 The Science of Sleep Optimization (Beyond Just Going to Bed Earlier)

- HOOK** Sleep is the most underleveraged performance tool most people have. Here is the science.
- POINTS** What happens in each sleep stage · The temperature protocol for deeper sleep · Light exposure and circadian rhythm hacks · The caffeine timing most people get wrong · Alcohol and sleep — the real data · Supplements that have actual evidence behind them
- OUTRO** The sleep optimization guide is free in the description.

20 How to Build a Second Brain Using Free Tools

- HOOK** Your brain is for having ideas — not storing them. Here is the system that handles the storage.
- POINTS** Why your brain is a bad storage device · The PARA method explained simply · Capture — getting everything out of your head · Organise — the folder structure that works · Distill — the progressive summarisation technique · Express — turning notes into outputs
- OUTRO** The second brain setup guide is free in the description.

NICHE 04 OF 05

Business

Business & Entrepreneurship

CPM Range: \$10–\$25 · 20 Pre-Validated Video Titles

1

How to Start a Business With \$0 in 2025 (Realistic Guide)

HOOK

Zero-investment businesses are real in 2025. Here are the ones that actually work.

POINTS

The three genuinely zero-cost business models · Service businesses vs product businesses vs content · How to validate before building anything · Getting your first client without a website · The tools that are free until you scale · Month 1 roadmap for each model

OUTRO

The business model comparison guide is free in the description.

2

The Honest Truth About Dropshipping in 2025

HOOK

Dropshipping courses are everywhere. The truth about success rates is far less glamorous.

POINTS

The real dropshipping success rate data · Why most stores fail in the first 90 days · The margin problem that kills profitability · What successful dropshippers do differently · The niche selection process that works · When dropshipping makes sense vs when it doesn't

OUTRO

The dropshipping reality check guide is in the description.

3

5 Side Hustles That Actually Made Me Money (And 3 That Completely Failed)

HOOK

I have tried eleven different side hustles. Here is the honest breakdown.

POINTS

Side hustle 1: The one that scaled fastest · Side hustle 2: Best passive income ratio · Side hustle 3: Highest hourly rate · Side hustle 4: Best for beginners · Side hustle 5: Most sustainable long-term · The three failures and what went wrong

OUTRO

The side hustle comparison spreadsheet is free in the description.

4 How to Write a Business Plan in One Day (With a Template)

- HOOK** Most business plans are written for investors. This one is written for clarity — and it takes one day.
- POINTS** Why traditional business plans are mostly useless · The lean business plan framework · The one-page business model canvas · Financial projections for non-accountants · The market analysis that takes two hours · When you actually need a formal plan
- OUTRO** The one-page business plan template is free in the description.

5 The Freelancer's Guide to Doubling Your Rate in 90 Days

- HOOK** Freelance rates are almost entirely a positioning problem. Here is how to fix that in 90 days.
- POINTS** Why most freelancers undercharge by 40-60% · The productised service that doubles rates · Niching down — the counterintuitive rate multiplier · How to communicate a rate increase to existing clients · The portfolio that commands premium rates · The exact email to send when raising rates
- OUTRO** The rate increase email template is free in the description.

6 How to Build a \$10,000/Month Online Business in 12 Months

- HOOK** Ten thousand dollars a month online in twelve months. Here is the realistic roadmap.
- POINTS** Month 1-2: Choosing the right model · Month 3-4: Building the foundation · Month 5-6: First revenue milestone · Month 7-9: Scaling what works · Month 10-12: The \$10k month · The biggest mistakes that delay this timeline
- OUTRO** The 12-month business roadmap is free in the description.

7 The LinkedIn Strategy That Got Me 10 New Clients in 30 Days

- HOOK** LinkedIn is the most underused B2B sales tool for small businesses. Here is the strategy.
- POINTS** Profile optimisation that positions you as an expert · The content strategy that builds inbound leads · Connection request messages that get responses · The follow-up sequence that converts · How to identify and approach ideal clients · The tools that automate the repetitive parts
- OUTRO** The LinkedIn client acquisition template is free in the description.

8 How to Validate a Business Idea in 48 Hours (Before Building Anything)

- HOOK** Most businesses fail because they build before they validate. Here is how to do it the right way.
- POINTS** The validation mistake that wastes months · The five-question validation framework · How to find 10 people to interview in 24 hours · What questions to ask and what to listen for · Pre-selling before you build anything · What a valid result looks like
- OUTRO** The validation interview template is free in the description.

9 The Email List Strategy That Generates Passive Revenue Every Month

- HOOK** Email is still the highest-converting digital marketing channel. Here is how to build one that earns.
- POINTS** Why social followers are not an asset — email subscribers are · Building a list from zero in 30 days · The lead magnet that converts best in your niche · The welcome sequence that builds trust · Monetisation approaches for small lists · The weekly email format that retains subscribers
- OUTRO** The email list starter guide is free in the description.

10 How I Quit My Job and Replaced My Salary in 6 Months

- HOOK** This is not a highlight reel. It is the honest account of how it actually happened.
- POINTS** Month 1-2: Building the foundation while employed · Month 3: First significant revenue · Month 4: The financial safety check · Month 5: The decision framework · Month 6: The actual resignation · What I wish I had known before starting
- OUTRO** The 'quit your job' financial checklist is free in the description.

11 The Only Marketing Strategy Small Businesses Actually Need

- HOOK** Small businesses do not need complex marketing funnels. They need to execute one simple strategy well.
- POINTS** Why most small business marketing fails · The one-channel mastery principle · Content marketing vs paid ads for small budgets · The referral system most businesses ignore · Local SEO in under two hours · How to measure if your marketing is working
- OUTRO** The small business marketing guide is free in the description.

12 How to Price Your Services So You Stop Undervaluing Yourself

- HOOK** Pricing is the single fastest lever for improving business profitability. Most people are using it wrong.
- POINTS** The cost-plus pricing trap · Value-based pricing explained with examples · How to research competitor pricing correctly · Packaging services to increase perceived value · The anchoring technique that raises average order value · How to respond when clients say 'that's too expensive'
- OUTRO** The pricing strategy guide is free in the description.

13 Shopify vs Etsy vs Amazon: Which Platform to Sell On in 2025

- HOOK** The platform you choose determines your margins, your audience, and your growth ceiling. Here is the breakdown.
- POINTS** Shopify: fees, traffic, and control · Etsy: the algorithm, fees, and audience fit · Amazon FBA: the real margins after fees · Which products suit which platform · The multi-platform strategy that works · Platform comparison for first-time sellers
- OUTRO** The platform comparison calculator is free in the description.

14 The Real Cost of Starting a Business (Nobody Talks About)

- HOOK** Most 'how to start a business' content ignores the costs. Here is the complete picture.
- POINTS** Hidden costs in the first 90 days · Tools and software most people underestimate · The time cost vs money cost comparison · How much runway you actually need · The costs that are worth paying vs cutting · A realistic first-year budget by business model
- OUTRO** The startup cost calculator is free in the description.

15 How to Get Your First 100 Email Subscribers in 30 Days

- HOOK** A hundred email subscribers is a meaningful business asset. Here is exactly how to build one in 30 days.
- POINTS** The lead magnet that converts in your niche · Where to post it for maximum reach · Social media strategies that work for list building · Guest posting for list growth · The conversion-optimised landing page in one hour · What to send them to build trust immediately
- OUTRO** The email list launch checklist is free in the description.

16 Why Your Business Isn't Growing (The Real Reason)

- HOOK** Most businesses that plateau are not failing at marketing. They are failing at one specific thing.
- POINTS** The offer problem most businesses have · Why visibility is often the wrong focus · The conversion rate issue nobody audits · Retention vs acquisition — which to fix first · The clarity problem that kills growth · A business audit you can do in one afternoon
- OUTRO** The business growth audit is free in the description.

17 The 1-Person Business Model That Generates \$100K+ a Year

- HOOK** The 1-person business is the most efficient model in the history of commerce. Here is how it works.
- POINTS** Why the 1-person model works now when it didn't before · The three 1-person business structures · How to productise a service · Digital products that scale without your time · The content business model explained · The tools that replace a team of five
- OUTRO** The 1-person business blueprint is free in the description.

18 How to Write Cold Emails That Actually Get Responses

- HOOK** The average cold email response rate is 8%. These techniques push it above 30%.
- POINTS** Why most cold emails are ignored before the first sentence · The subject line formula that gets opened · Personalisation at scale without tools · The 3-sentence email structure that converts · Follow-up sequence timing and tone · What to say after they respond
- OUTRO** The cold email template pack is free in the description.

19 The Passive Income Lie (And What Actually Works)

- HOOK** Most passive income strategies are either not passive or not income. Here is the honest breakdown.
- POINTS** What passive income actually requires upfront · The 5 models with the best passive-to-active ratio · Digital products — realistic timeline and revenue · Dividend investing — realistic timeline and revenue · Faceless YouTube — realistic timeline and revenue · The hybrid model most successful people use
- OUTRO** The passive income reality guide is free in the description.

20 How to Build a Personal Brand That Attracts Clients Without Cold Outreach

HOOK The best business development is inbound. Here is how to build a personal brand that makes clients come to you.

POINTS What a personal brand actually is vs what it isn't · The content pillar strategy for B2B · LinkedIn vs Twitter vs YouTube for personal brand · The niche authority position explained · How long it takes and what to expect · The mistake that makes most personal brands invisible

OUTRO The personal brand strategy guide is free in the description.

NICHE 05 OF 05

True Crime

True Crime & Mystery

CPM Range: \$4-\$10 · 20 Pre-Validated Video Titles

1

The Perfect Murder That Was Solved by a Single Receipt

HOOK

He planned every detail for three years. He forgot about one receipt.

POINTS

The crime and original investigation · How the evidence went cold for years · The breakthrough piece of forensic evidence · The psychological profile that helped investigators · The trial and its unexpected twists · The aftermath and what changed

OUTRO

More cold case breakdowns every week — subscribe to catch them all.

2

The Missing Woman Who Was Living Under a Different Name for 11 Years

HOOK

She disappeared without a trace. Police closed the case. She was living three miles away.

POINTS

The day she disappeared · The investigation that went nowhere · How she maintained the false identity · The chance encounter that unravelled everything · What drove her to disappear · The legal and family aftermath

OUTRO

If you know someone who vanished — resources are linked in the description.

3

The Serial Killer Hiding in Plain Sight: The Case That Fooled a Whole Town

HOOK

For six years, he coached youth football, ran charity drives, and murdered in his spare time.

POINTS

The first victim and how it went undetected · How he maintained the double life · The investigator who first suspected him · The evidence that connected the cases · The arrest and what his neighbours said · The trial and the aftermath

OUTRO

Subscribe for more true crime cases every week.

4 The Unsolved Disappearance That Baffled Investigators for 30 Years

HOOK Every lead went cold. Every theory fell apart. And then, three decades later, someone talked.

POINTS The disappearance and initial investigation · The prime suspect who was never charged · The tip that reopened the case in 2015 · New forensic technology that changed everything · Where the case stands today · The family's 30-year search for answers

OUTRO Cold case resources are linked in the description.

5 The Con Man Who Fooled Wall Street for 15 Years

HOOK He had no financial qualifications, no real office, and no actual assets. He had \$4 billion in investors.

POINTS How the scheme started small · The forged documents and fake returns · How he survived multiple SEC investigations · The whistleblower nobody listened to · The moment it all unravelled · How investors lost everything

OUTRO The full investor fraud guide is linked in the description.

6 How One DNA Test Solved a 40-Year-Old Cold Case

HOOK The victim's family had given up hope. A \$99 consumer DNA test changed everything.

POINTS The original crime and its impact on the community · How the case went cold for four decades · How genetic genealogy works for investigators · The GEDmatch breakthrough explained · Finding the suspect through a distant cousin · The arrest of an 80-year-old man

OUTRO More cases solved by new forensic technology — subscribe.

7 The Million Dollar Insurance Fraud That Ended in Murder

HOOK He took out 11 life insurance policies in 18 months. The insurance companies never connected them.

POINTS The initial policies and suspicious pattern · The first victim and how it was ruled accidental · How investigators finally connected the dots · The digital evidence trail · The trial's most dramatic moments · The sentence and what changed in the industry

OUTRO Subscribe for more financial crime stories every week.

8 The Cult That Operated in Plain Sight for 20 Years

- HOOK** It had a website, a newsletter, and a social media presence. It also had complete control over its members.
- POINTS** How the group began and recruited · The control methods used on members · The exit strategies that kept people in · What finally brought it to investigators' attention · The legal challenges in prosecuting cult leaders · The survivors and their recovery
- OUTRO** Resources for cult survivors are linked in the description.

9 The Woman Who Faked Her Own Death to Escape Her Life

- HOOK** She left behind a husband, two children, and a \$1.2 million life insurance payout. Then she made a mistake.
- POINTS** The day she 'died' and the faked evidence · How the insurance company began to suspect fraud · The digital trail she didn't know she was leaving · The private investigator who broke the case · The moment she was found · The legal consequences of pseudocide
- OUTRO** Subscribe for more true crime cases every week.

10 The Town Where Everyone Knew — But Nobody Said Anything

- HOOK** For eight years, an entire community stayed silent. Here is why — and how the silence finally broke.
- POINTS** The crime and the community's initial reaction · The social dynamics that enforce silence · The psychological concept of collective complicity · The one person who eventually spoke · The investigation after the silence broke · What justice looked like in this case
- OUTRO** Subscribe to never miss a new investigation.

11 The Art Thief Who Stole \$500 Million and Was Never Caught

- HOOK** The biggest art theft in history. Unsolved for 35 years. The masterpieces are still missing.
- POINTS** The night of the theft — 81 minutes · The paintings taken and their value · The main theories about who did it · Why the thieves have never been identified · The ongoing FBI investigation · What likely happened to the stolen art
- OUTRO** The art crime resource guide is linked in the description.

12 How a 19-Year-Old Hacked the Biggest Banks in the World

- HOOK** He had no formal education. No contacts. Just a laptop and extraordinary nerve.
- POINTS** His early exploits and how he avoided detection · The banks he infiltrated and what he accessed · The arrogance that eventually caught him · The cybercrime unit that tracked him · The plea deal and what he gave investigators · What he does now
- OUTRO** The cybersecurity basics guide is linked in the description.

13 The Cold Case That a Podcast Solved in 10 Episodes

- HOOK** Official investigators closed the file. A true crime podcast reopened it — and found the answer.
- POINTS** How the podcast began and what it found · The tip that came in after episode 3 · The evidence ignored in the original investigation · How citizen investigators can help — and hurt — cases · The ethical questions around true crime media · The final resolution
- OUTRO** Subscribe for more media-solved cold cases.

14 The Socialite Who Was Living a Triple Life

- HOOK** She was a respected charity organiser in three cities — simultaneously. Using three different names.
- POINTS** How she maintained three separate identities · The chance meeting that began unravelling everything · The financial fraud running across all three lives · How investigators pieced it together · The psychological profile that emerged · The outcome and its surprising twists
- OUTRO** Subscribe for more extraordinary true stories.

15 The Heist That Required a Decade of Planning

- HOOK** They spent ten years preparing. The robbery itself took eleven minutes.
- POINTS** How the plan began and evolved · The reconnaissance phase — what they learned · The technical challenges they had to solve · The eleven minutes inside · How investigators caught them · The one thing they failed to plan for
- OUTRO** Subscribe for more heist stories every week.

16 The Whistleblower Who Brought Down a \$2 Billion Fraud

- HOOK** She had everything to lose. She blew the whistle anyway. Here is what happened.
- POINTS** Her discovery and initial internal report · The retaliation she faced · How she found a lawyer and what came next · The SEC investigation and its scale · The settlement and what she received · What whistleblower protection laws actually provide
- OUTRO** The whistleblower resource guide is in the description.

17 The Mysterious Death That Still Divides Investigators Today

- HOOK** The official verdict is suicide. Four investigators who worked the case believe it was murder.
- POINTS** The death and the initial investigation · The evidence that supports the official verdict · The evidence that contradicts it · The investigators who refused to accept the conclusion · The reopened investigation and what it found · Why the case remains officially closed
- OUTRO** Subscribe to follow this ongoing story.

18 The Spy Who Worked for Both Sides for 20 Years

- HOOK** He passed intelligence to two hostile governments simultaneously. For two decades, nobody caught the contradiction.
- POINTS** How he was recruited by the first government · When he began working for the second · The information he passed and its consequences · The investigator who finally grew suspicious · How the double deception was uncovered · The trial and what it revealed about both services
- OUTRO** Subscribe for more intelligence and espionage cases.

19 The Disappeared: Cases Where No Body Was Ever Found

- HOOK** Prosecuting murder without a body is considered nearly impossible. These three cases show otherwise.
- POINTS** Case 1: The evidence that convicted without remains · Case 2: The digital footprint that told the whole story · Case 3: The confession that came 15 years later · The legal challenges of no-body prosecutions · How forensic techniques are changing this · The families still waiting for answers
- OUTRO** Missing persons resources are linked in the description.

20 The Identity Thief Who Lived as Someone Else for 12 Years

HOOK He stole one identity in 2009. By 2021, he had lived a complete life under that name — including getting married.

POINTS How the theft began and went undetected · The life he built under the stolen identity · The moment the real person discovered it · How the investigation connected the digital and physical trails · The legal complexity of prosecuting identity fraud over 12 years · The verdict and its implications

OUTRO Identity theft protection guide is linked in the description.