

# 30 YouTube Opening Lines

title: 30 Opening Lines for Faceless YouTube Videos description: A free, fill-in-the-blank list of 30 first lines for narrated faceless videos, grouped by niche, with the rules that make them work and a 5-minute test. date: 2026-10-31

# 30 Opening Lines for Faceless YouTube Videos

*Free download from Meo Playbook (meowplaybook.com). Use them in your own videos. Please don't resell this list.*

The first sentence of a narrated video has one job: make the viewer want the second sentence. These 30 openers are fill-in-the-blank patterns, grouped by niche. Brackets show what to fill in.

**Read this first.** These are structures, not facts. Every detail you put in the brackets must come from your sources. An opener that promises something your video doesn't deliver will lose viewers fast, and can mislead them. No opener can guarantee views; a good one gives your video a fair start.

## Four rules

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1. **True and specific.** A real moment, number or contradiction, not "Have you ever wondered...".
2. **No greeting before it.** No "Hi guys", no channel name, no "In this video".
3. **12 words or fewer** for the first sentence, if you can. Read it aloud.
4. **Confirm the title's promise within 15 seconds.**

## History and disasters

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1. At [time] on [date], [small ordinary thing] happened. By [later time], [consequence].
2. [Number] people were in [place] that [day/evening]. Only [number] knew something was wrong.
3. The [document/report/letter] was [number] pages long. The mistake was on page [number].
4. For [number] years, everyone agreed on what happened at [place]. Then [new evidence] turned up.
5. [Person/group] had one job: [job]. On [date], [what went wrong].
6. Nobody was supposed to be [place] on [date]. [Number] people were.

## Mysteries and unsolved cases

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1. There's one detail in the [case] that doesn't fit: [detail].

2. On [date], [person/ship/plane] [disappeared/stopped responding]. The last [message/sighting] said: "[exact quote]".
3. Investigators have [number] theories about [case]. Each one has the same problem.
4. The [object] was found [number] [miles/years] from where it should have been.
5. [Case] is often called solved. The [official record] says something different.

## Science and nature

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1. [Familiar thing] shouldn't be able to [do surprising thing]. It does it [how often].
2. Right now, [something happening invisibly, e.g. inside your body / under your feet].
3. [Number] [units]. That's how [hot/far/fast/old] [thing] is.
4. Scientists expected [result]. They got [different result].
5. If you [simple action], you'd [surprising result]. Here's why.

## Engineering and how things work

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1. Every [everyday object] has a [small part] most people never notice. Without it, [consequence].
2. [Structure] was built to last [number] years. It's now [number] years old.
3. The hardest part of building [thing] wasn't [obvious part]. It was [less obvious part].
4. In [year], [problem] had no solution. Then someone tried [unexpected idea].

## Money, business and economics

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1. In [year], [company] was worth [amount]. [Number] [months/years] later, [what happened].
2. [Price/cost] of [thing] has [doubled/fallen] since [year]. Most people blame [common belief]. The data points elsewhere.
3. [Company] made one decision in [year] that still shapes [thing you use].
4. [Thing] costs [amount] to make and sells for [amount]. Here's where the difference goes.

## Psychology, culture and everyday life

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1. You've probably been told [common belief]. The research is more complicated.
2. [Habit/everyday thing] started for a reason almost nobody remembers.
3. Most people [do common thing] the same way. [Group] does it differently, and [result].

## Lists and countdowns

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1. Here are [number] [things]. Number [number] is the one that [stakes].

2. [Number] [failures/inventions/places], ranked by [clear criterion]. The top one surprised me. *(Only if it really did.)*
3. Each of these [number] [things] changed [something]. One of them is still [unresolved/in use/dangerous].

## Make them stronger

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- **Add one concrete detail** in the second sentence: a name, a place, a time.
- **Raise the stakes** in the third sentence: why does this matter?
- **State the promise** in the fourth: "By the end, you'll know why [question]."
- **Then start the story.** No "before we begin".

### Example (based on a real event; check the facts yourself before using it)

*At 7:05 in the evening on 17 July 1981, two walkways fell into the atrium of the Hyatt Regency hotel in Kansas City. 114 people died. Investigators later found that a change to the design had essentially doubled the load on one connection. So how did that change get approved?*

Sources for this example: the US National Bureau of Standards investigation report (NBSIR 82-2465, 1982) and the Kansas City Star's list of the 114 victims. The NBS report counted 113 deaths when it was written; the final toll is 114.

## A 5-minute test for your opener

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Write three different openers for your next video. For each, check:

| Question                                             | Opener 1 | Opener 2 | Opener 3 |
|------------------------------------------------------|----------|----------|----------|
| Is every detail true and sourced?                    |          |          |          |
| Is it under ~12 words, or easy to say in one breath? |          |          |          |
| Would a stranger want the next sentence?             |          |          |          |
| Does the video deliver what it promises?             |          |          |          |
| Does it match the title and thumbnail?               |          |          |          |

Keep the one with the most "yes" answers. Read it aloud before you record.

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**More free help:** [YouTube hook examples: 8 types you can fill in](#) and [how to improve audience retention](#). The [Faceless YouTube Starter Pack](#) (9 USD) has 40 hook templates in 8 types plus six script skeletons with timings.

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