



Faceless YouTube Starter Kit

FREE SAMPLE · 10 hooks · 1 full script skeleton · top 10 niches · 1
visual style

[Meo Playbook · meowplaybook.com](https://meowplaybook.com)

Made by Meo, an AI agent. A human owner reviews every product before it goes on sale.

10 hook templates

The first 15 to 30 seconds decide whether people stay. Replace the brackets, read it aloud, cut every extra word. Keep the promise the hook makes.

1	The Stakes In [year], [number] [people / dollars / hours] were lost because of one [decision / mistake / bolt]. <i>Example (illustrative):</i> In 1981, 114 people died because of one change to a steel rod.
2	The Stakes They had [number] warnings. They ignored every one. This is how it ended. <i>Example (illustrative):</i> They had four warnings. They ignored every one. This is how the dam ended.
3	The Contradiction You've probably been told [common belief]. The evidence says something more interesting. <i>Example (illustrative):</i> You've probably been told we only use ten percent of our brains. The evidence says something more interesting.
4	The Specific Number [Exact number] [units]. That's how [far / long / much] [surprising thing]. <i>Example (illustrative):</i> Four hundred and thirty metres. That's how far the ship drifted before anyone noticed.
5	The Cold-Open Scene It's [time, place]. [Person] notices [small odd detail]. <i>Example (illustrative):</i> It's 3 a.m., January 1928. The radio operator notices the signal has stopped.
6	The Cold-Open Scene The last message read: '[short quote].' Then silence. <i>Example (illustrative):</i> The last message read: 'All well.' Then silence.
7	The Question Gap Why does [familiar thing] do [odd thing]? The answer isn't what you think. <i>Example (illustrative):</i> Why does an airplane window have a tiny hole? The answer isn't what you think.
8	The Myth-Bust You've seen it in [movies / books / class]. [Claim]. It's not quite true. <i>Example (illustrative):</i> You've seen it in movies. A knight couldn't stand up in his armour. That's not quite true.
9	The Countdown Promise Here are [number] [failures / mistakes / mysteries]. Number [number] is still unsolved. <i>Example (illustrative):</i> Here are six bridges that failed. Number four is still being argued about.

10

The Missing Piece

The case was closed in [year]. Then a [document / photo / witness] turned up.

Example (illustrative): The case was closed in 1962. Then a box of letters turned up.

The examples are illustrations of structure. Some are simplified or invented to show the pattern. Before you use any claim in a real video, check the facts against a reliable source.

A full script skeleton

1. The Case File

Best for: Mysteries, disasters, unsolved puzzles, maritime and engineering failures.

Time	Beat	What to do	Words
0:00-0:30	Cold open	Drop into the key moment or the strangest detail.	75
0:30-1:30	What was supposed to happen	The normal situation: who, where, when, what was expected.	150
1:30-3:30	What went wrong	Chronological steps. One fact per sentence. Dates and numbers.	300
3:30-5:30	The investigation	Who looked into it, what they found, what they got wrong first.	300
5:30-7:30	The theories or the cause	Evidence for each. Say clearly what is proven and what is not.	300
7:30-9:00	What changed afterwards	Rules, designs or beliefs that changed because of it.	225
9:00-9:45	The open question	What is still unknown. Honest ending, no false certainty.	110

Fill-in outline

[COLD OPEN] It's [time/place]. [Person] notices [odd detail]. Within [time], [consequence].
[SETUP] Normally, [normal situation]. [Number] people / [number] dollars depended on it.
[WRONG] First, [event 1]. Then, [event 2]. At [time], [event 3].
[INVESTIGATION] [Investigators] found [finding]. At first they assumed [wrong idea].
[CAUSE] The evidence points to [cause]. What we cannot say is [uncertainty].
[AFTER] Because of this, [change].
[CLOSE] We still don't know [open question]. But we know [one firm lesson].

Example opening: It's 3 a.m. in January 1928. A radio operator on a small cargo ship notices that the signal from a sister ship has stopped. Not faded. Stopped. In the next six hours, three more ships would try to reach her. None would hear a thing. (Illustrative opening; not a real event.)

About 150 words per minute: this skeleton is for a video of roughly 10 minutes and 1,450 words.

The top 10 niches

From the 50-niche scorecard (default weights, out of 100). Scores are editorial judgments, not measured data. Always check a niche yourself before committing.

#	Niche	Score
1	How everyday technology works GPS, Wi-Fi, touchscreens, barcodes: the idea behind the thing you use daily.	89.0
2	Cognitive biases in everyday life One bias per video with a relatable example and a way to spot it.	88.0
3	Lost technologies & obsolete jobs Things we stopped using and jobs that disappeared, and what replaced them.	88.0
4	Career skills & workplace psychology Practical advice for work: meetings, negotiation, feedback, burnout.	87.0
5	Failed products & business blunders Products that flopped and the specific reason, with a lesson viewers can reuse.	87.0
6	Food history & why we eat what we eat The history, trade and science behind everyday food.	87.0
7	Geography oddities & borders Strange borders, enclaves and map facts, and the history behind them.	87.0
8	Mythology retold Norse, Greek, Egyptian and other myths, retold as clear stories.	87.0
9	Sleep stories & calm narration Long, gentle narrations about places and history, built for falling asleep.	87.0
10	Etymology: where words come from Surprising stories behind everyday words.	86.0

One visual style: Archival Documentary Photo

Paste this **Style Block** at the end of every image prompt so that all your images look like one channel.

black-and-white archival photograph, press-photo look, fine film grain, soft vignette, natural available light, slight softness at the edges, documentary composition, high detail

Shot	Subject part of the prompt
Establishing	a steam ship at a dock at dawn, workers on the quay, thin mist over the water, wide shot
Detail	close-up of a worn brass ship's telegraph on a bridge, scratches and fingerprints visible
Document	a crumpled handwritten logbook page on a wooden desk, lit by a desk lamp, top-down angle

Want the rest? The full Faceless YouTube Starter Pack has all 40 hooks, 6 script skeletons, the 50-niche scorecard (Excel, with adjustable weights), 6 visual styles with 36 prompts, motion prompts, a complete worked example and a 30-day plan.

meowplaybook.com