



∞ SUBSUB



7 EMOTIONAL TRIGGERS EVERY YOUTUBE CREATOR SHOULD USE

Turn clicks into **views**, and views into **loyal fans**.



Every successful YouTube video has more than just good editing – it taps into **emotion**. On a competitive platform, emotional triggers are what make viewers stop scrolling, click, and keep watching.

The best creators use them intentionally in titles, thumbnails, and storytelling. Here are **7 proven emotional triggers** you can start using today.



CURIOSITY

Viewers can't resist filling gaps in their knowledge. A great hook makes them think:
"I need to know the answer."

"I tried MrBeast's strategy for 30 days – here's what happened"

"What happens if you leave a steak in Coke for a week?"

"New York is full of fake buildings. Why?"



FEAR OF MISSING OUT (FOMO)

People don't want to miss what everyone else is talking about. Use **urgency and exclusivity** to drive clicks.

"Everyone's talking about this new diet – here's what I found when I tried it"

"I missed just one credit card payment – and here's what it cost me"

"Millions are using this life hack – why aren't you?"



SOCIAL PROOF

Audiences trust what's already popular. **Show evidence of results**, stats, or community validation to build credibility.



500 K

"10,000 people have already switched to this workout plan"

"Millions of families are ditching plastic – here's why"

"This is the book every Silicon Valley executive is reading"



AUTHORITY

Position yourself as an expert. If you've tested, researched, or worked in a niche, highlight it. **Authority reduces doubt.**

"As a doctor, I'll never recommend this popular remedy again"

"After 15 years in finance – here's what I really think about investing"

"As a coach, this is the one exercise I always avoid"



DESIRE

Tap into **your audience's wants**: money, status, freedom, skills. Make the outcome irresistible.

"How I saved enough for my dream trip in just 3 months"

"My meal plan that boosted my energy in a single week"

"How I landed a flexible job with zero experience"



SURPRISE

Unexpected twists spark intrigue. **Shock value** (without clickbait) keeps audiences glued.

"I quit coffee – and actually felt worse"

"I worked fewer hours – and made more money"

"I left my phone at home for a week... and didn't want it back"



RELATABILITY

Viewers connect emotionally **when they see themselves** in your story. Share struggles, lessons, or behind-the-scenes.

"I worked two jobs and still couldn't make ends meet"

"I moved to a new city knowing no one – here's how it changed me"

"I spent six months at the gym with no results – until I switched my approach"



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