

YouTube Thumbnail Text Pack

Headline formulas and layout guides for freelancer YouTube thumbnails. Short, bold text wins: 3-6 words, one idea, readable at small size.

12 headline formulas

- I did X in Y days — here's what happened
- Stop doing X. Do this instead
- How I got my first client (no experience)
- X mistakes killing your freelance income
- The exact system behind my \$X month
- Client said no. Then I sent this
- From \$0 to first client in 30 days
- Why nobody hires you (and the fix)
- I tested X for 30 days: honest results
- The proposal that wins clients
- Freelancing is hard. This makes it easier
- What I wish I knew before freelancing

25 headline examples (copy and adapt)

- First Client in 30 Days
- Stop Undercharging Now
- My Proposal Won. Here's Why
- No Clients? Fix This
- The \$0 to \$1,000 Freelance Plan
- Clients Ignore This Mistake
- I Raised My Rates 3x
- The Truth About Fiverr
- One Email, Three Clients
- Quit the 9-5? Watch This
- Freelance Pricing, Explained Simply
- Why Your Portfolio Fails
- Get Clients Without Ads
- The Follow-Up That Works
- From Beginner to Booked Out
- My Biggest Freelance Mistake
- How I Price Every Project
- Clients Love This Proposal

FREELANCER TOOLKIT

- The Skill That Pays Most
- No Experience? Start Here
- Stop Chasing Cheap Clients
- The Client Pipeline System
- Real Freelance Income, Honestly
- Your First \$100 Freelancing
- Build a Client List Fast

Layout guides

- Text on the left, face or subject on the right — never centre text over a face.
- Maximum 6 words; test readability at thumbnail size on a phone.
- Use one accent colour (gold) for the key word only.
- Keep the top and bottom edges clear of text so nothing is cropped.
- Pair the headline with a contrasting background block for readability.