

Your next *10 videos*, backed by what is already going viral in home services and local trades

Prepared for **Businesses** · 8 Sep 2026. Every video below links to YouTube. The ten ideas at the end are the deliverable; everything before them is the evidence.

PAGE

outlierkit.com/resources/youtube-strategy-for-businesses/

NICHE

Home services and trades

STAGE

Strategy playbook

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where businesses stand today

12

OUTLIER VIDEOS ANALYSED

8 Sep 2026

PULLED FROM OUTLIERKIT

Cost breakdown

WINNING FORMAT

Answer, not advert

POSITIONING

Every business channel that broke out below did one thing: it answered a buying question with a number. What it costs to build, what a new roof costs in Austin, a \$5,000 mistake to avoid, a \$2,844.90 kitchen. Tours and testimonials do not appear in the outlier set at all.

The examples run from a 57-subscriber contractor to a 315,000-subscriber homestead channel, and the multiples are highest at the small end. That is the point for a business: search does not care how many subscribers you have when you are the only one who answered the question.

Why cost videos win for businesses

A cost video does three jobs at once. It ranks for the highest-intent query in the category, it pre-qualifies the caller (they already know the range), and it makes the competitor who refuses to publish prices look evasive. Publish the number, explain what moves it, and put the quote link in the description.

What is going viral in home services and local trades right now

Outlier videos from service and trade channels of every size, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. The smallest channels here are working businesses, not creators, which is why they matter: a 210-subscriber builder at 29.5x is proof the format works with no audience at all.



Price Breakdown to Build a Home in 2026 (What it ACTUALLY Costs)

Jesse Brigham · 210 subs · 6.2K views · Jul 2026

A 210-subscriber construction company answered the first question every prospect asks, what it actually costs, and got 29.5x its norm. The title promises a number.



How I built my custom house for \$130/SQ FT

Obe Hingle · 935 subs · 31.5K views · Aug 2026

The specific figure, \$130 per square foot, is the whole hook. A 935-subscriber builder beat its average 33.6x because the number is what buyers compare.



Our \$300,000 Duplex Build - Full Construction Cost Breakdown

Nicole Nark · 89.4K subs · 657.6K views · May 2024

A total price plus the words cost breakdown, 76.8x on an 89K channel. Two years on it still pulls search traffic.



Can I Renovate My Own Kitchen For 1k? (Contractor quoted 14k)

Rose Renovations · 24.5K subs · 67K views

The contractor quote in brackets creates the comparison (\$1K vs \$14K). 13x on 24K subscribers; the gap is the story.



Kitchen Renovations are Expensive. Do This Instead!

Sow the Land · 315K subs · 349.2K views · Dec 2025

Renovations are expensive, do this instead: a cost objection and an alternative in one line. 7.6x on a 315K channel.



How To Start Your Kitchen Remodel The Right Way

Highland Cabinetry Colorado · 2.7K subs · 18K views · Oct 2025

A 2,730-subscriber cabinet company got 18,000 views on a three-minute how-to-start video. 9.4x; the first-step video is the one prospects search before they call.



How Much Does a New Roof Cost in Austin, TX? Roof Replacement Cost Breakdown

Driftwood Builders Roofing · 914 subs · 2.2K views

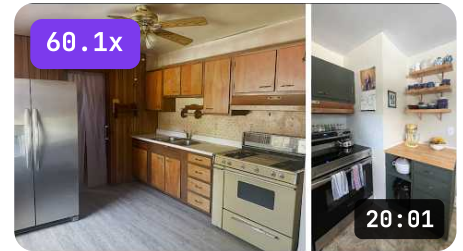
City plus trade plus cost breakdown, from a 914-subscriber roofer. 4.7x, and it is the exact query a homeowner in Austin types.



Remodeling Your Kitchen? Avoid This \$5,000 Cabinet Mistake

The Kitchen Store · 161 subs · 4.1K views

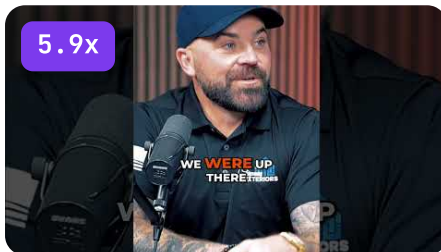
A 161-subscriber kitchen store beat its norm 25x by naming a dollar mistake to avoid. The warning format works for any trade.



Complete Kitchen Renovation for \$2,844.90 (new appliances included)

Kunkel Kunstruction · 57 subs · 3.9K views · Apr 2026

A 57-subscriber channel got 3,866 views: 60x its norm. A precise total (\$2,844.90) reads as honest and searchable.



The hidden cost of launching a roofing business

Roofing Insights · 151K subs · 7.9K views · May 2026

Hidden cost plus starting a business in the trade, 5.9x on a 151K channel. The same title shape works for any trade's would-be owners.



I'm renovating my KITCHEN with IKEA, how much does it cost?

Eiare Bricole · 5.9K subs · 28.7K views · Oct 2025

A named brand (IKEA) plus how much does it cost. 4x on 5,930 subscribers; brand plus cost is a search phrase.



NEVER Hire an Unlicensed, Uninsured Contractor for a Remodel (or You're DONE)

Hire it Done · 17.3K subs · 6.2K views · Mar 2026

Never hire an unlicensed contractor is a fear title that a licensed business can own. 6.2x on 17K subscribers, at 50 minutes long.

The patterns behind these numbers

- **A number in the title beats a promise.** \$130 per square foot, \$403,000, \$2,844.90, \$5,000 mistake. Every winner names a figure.
- **Cost breakdown is a search phrase.** The words cost, price or how much appear in nine of the twelve titles.
- **The comparison is the story.** Contractor quoted \$14K versus \$1K; DIY or roofer; repair versus replace. Two options in one title pulls the buyer mid-decision.
- **Place plus trade is enough.** New roof cost in Austin, TX on a 914-subscriber channel: local intent needs no production value.
- **Warnings work for businesses that are the safe choice.** Never hire unlicensed, avoid this mistake: the licensed, insured business is the answer to its own warning.

Your first 10 videos

Each one built from a proven outlier pattern, in the order to film them

Ideas one to three are the cost videos, film them first. Four to six are comparisons buyers already make. Seven to ten build the trust series that turns a viewer into a call.

1

What it actually costs to [buy what you sell] in [your city] in 2026

OPEN WITH

Everyone in this trade avoids the price question. I am going to answer it, with the five things that move the number up or down, so you know what a fair quote looks like before you get one.

FORMAT Whiteboard cost breakdown
LENGTH 12 to 18 min

MODELLED ON

Price Breakdown to Build a Home in 2026 (What it ACTUALLY Costs) did 29.5x on 210 subscribers; How Much Does a New Roof Cost in Austin, TX? did 4.7x on 914.



2

How we did [project] for \$[exact total]: full cost breakdown

OPEN WITH

This is the invoice, line by line. Materials, labour, the two things that cost more than we expected, and what we would cut next time.

FORMAT Receipt walkthrough with before and after
LENGTH 10 to 15 min

MODELLED ON

Complete Kitchen Renovation for \$2,844.90 did 60x on 57 subscribers; Our \$300,000 Duplex Build did 76.8x on 89K.



3

[Trade] per square foot: how I got it to \$[number]

OPEN WITH

Price per unit is the number customers compare across quotes. Here is how ours got to \$130, and which choices pushed it there.

FORMAT Site walk with the numbers on screen

LENGTH 8 to 12 min



MODELLED ON

How I built my custom house for \$130/SQ FT did 33.6x on 935 subscribers.

4

DIY or hire a [trade]? The honest breakdown of when each wins

OPEN WITH

Some of this you should absolutely do yourself, and I will tell you which. The rest costs more to fix than to hire. Here is the line.

FORMAT Two-column comparison, real examples

LENGTH 10 to 14 min



MODELLED ON

Roof renovation: DIY or roofer? Why we chose BOTH! and Can I Renovate My Own Kitchen For 1k? (Contractor quoted 14k) both won on the comparison.

5

Repair vs replace: which one saves you more in [category]

OPEN WITH

Half the people who call us for a replacement need a repair, and half the repair calls need a replacement. Here is how to tell, before anyone quotes you.

FORMAT Explainer with a decision checklist

LENGTH 8 to 11 min



MODELLED ON

Roof Repair vs Roof Replacement: Which One Saves You More Money? did 4.4x on 914 subscribers.

6

[Category] is expensive. Do this instead.

OPEN WITH

You do not need the \$50,000 version. Here are the three changes that get 80% of the result for a fifth of the cost, with our own numbers.

FORMAT Before-and-after with a cost table

LENGTH 14 to 20 min



MODELLED ON

Kitchen Renovations are Expensive. Do This Instead! did 7.6x on 315K subscribers.

7

How to start a [project] the right way (the first three decisions)

OPEN WITH

Most projects go wrong before anyone picks up a tool. These are the three decisions to make first, in order, and the one most people skip.

FORMAT Short how-to-start, evergreen

LENGTH 4 to 6 min



MODELLED ON

How To Start Your Kitchen Remodel The Right Way did 9.4x on a 2,730-subscriber cabinet company, at three and a half minutes.

8

Avoid this \$[number] [category] mistake

OPEN WITH

One decision costs our customers \$5,000 more often than any other. It happens before the work starts, and it is easy to avoid once you know it.

FORMAT Single-mistake warning

LENGTH 5 to 8 min



MODELLED ON

Remodeling Your Kitchen? Avoid This \$5,000 Cabinet Mistake did 25x on a 161-subscriber store.

9

Never hire an unlicensed [trade] (what happened to a customer who did)

OPEN WITH

We get called to fix unlicensed work every month. This is what it looks like, what it costs to redo, and the three things to check before you sign anything.

FORMAT Case walk-through, no names

LENGTH 12 to 16 min



MODELLED ON

NEVER Hire an Unlicensed, Uninsured Contractor for a Remodel did 6.2x on 17K subscribers at 50 minutes.

10

The hidden cost of starting a [trade] business

OPEN WITH

If you are thinking about going out on your own in this trade, here is what the first year really costs, from someone who did it.

FORMAT Founder story with a cost list

LENGTH 10 to 14 min



MODELLED ON

The hidden cost of launching a roofing business did 5.9x on 151K subscribers; the same frame works for any trade and reaches future partners and hires.

How to sequence this

Film the three cost videos first, one a week, with your city or category in every title and one tracked quote link in every description. Follow with the three comparisons, which catch buyers mid-decision. The trust series (seven to ten) runs in month two, when the cost videos are already sending calls. Cut a 30-second Short from each: the single number, the single mistake, the single decision. Measure leads per video, not views; a 6,000-view cost video that books three jobs beats a 60,000-view tour that books none.

How to read the numbers. Every “x” is that video’s views divided by its own channel’s typical views, so a 10x video did ten times better than that channel normally does. Small channels are included on purpose: they show which topics pull viewers who have never heard of the creator.

Built with the OutlierKit outlier index. Run your own niche scan any time at outlierkit.com. Questions: reply to this email.