

Your next *10 videos*, backed by what is already going viral in local business channels

Prepared for **Local 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/for-local-businesses/

NICHE

Owner-led videos from local businesses

STAGE

Landing page

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where local businesses stand today

12

OUTLIER VIDEOS ANALYSED

8 Sep 2026

PULLED FROM OUTLIERKIT

Owner's day + local cost

WINNING FORMAT

The town in the title

POSITIONING

Two formats beat their averages for local businesses. The first is the owner's day: a day in the life of a realtor in Waianae did 58x, a 26-year-old agent's day did 7.6x on 2,330 subscribers, a restaurant owner's day in Italy did 2.7 million views. The second is the local buying question: what a roof costs in Austin, how to start a kitchen remodel, a \$5,000 mistake to avoid, from channels with 161 to 914 subscribers.

Both put the place or the trade in the title, because that is what a local customer types. Neither needs a subscriber base: the smallest channels in the set posted the biggest multiples. Your first ten videos alternate the two formats so the day videos build trust and the cost videos book the calls.

Why the owner's day converts

A day-in-the-life video is a 20-minute pre-meeting. The viewer sees how you work, who you work with and whether they like you before they call. Add the town to the title and it also ranks for the people searching for a business like yours in that town. Pair it with a cost video and the call comes pre-qualified.

THE EVIDENCE

What is going viral in local business channels right now

Outlier owner-led and local-question videos from channels of every size, pulled from OutlierKit

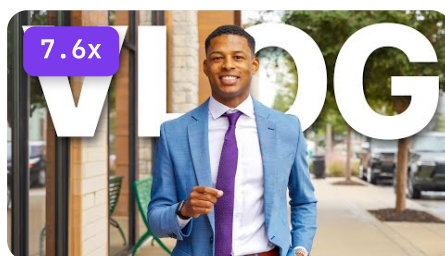
Each x is how far the video beat its own channel's normal views. Four of the twelve come from working businesses with under 1,000 subscribers.



A Day in the Life in Waianae: Realtor, Mom & Farm Wife

Marina Tolentino · 19.4K subs · 40K views

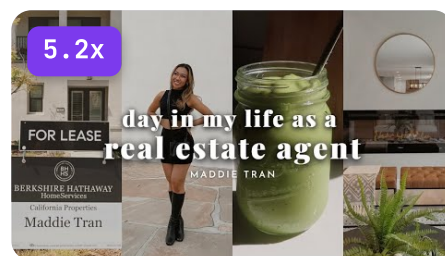
A day in the life plus a named place plus three identities. 58.2x on 19,400 subscribers; the place in the title is the local search.



Day In The Life of a 26 Year Old Real Estate Agent

Sam Coleman-Dancer Archives · 2.3K subs · 44,3K views · Dec 2024

Day in the life plus an age plus a job. 7.6x on 2,330 subscribers, 44,000 views.



DAY IN MY LIFE AS A REAL ESTATE AGENT I The Realtor Diaries

Maddie Tran · 832 subs · 13K views · Aug 2022

An 832-subscriber agent got 12,963 views on the same shape: 5.2x, still pulling views four years later.



REALISTIC Day in the Life of a Real Estate Agent

Chloe de Verrier · 28.4K subs · 45K views · Mar 2024

Realistic in capitals: the honest version of a format viewers suspect is staged. 3.6x on 28K subscribers.



A Day in My Life as a Small Business Owner in Canada I The Real Reality

Kashif In Canada · 11.2K subs · 22K views

Small business owner plus a country plus the real reality. 4.9x on 11,200 subscribers.



Day in the Life of a Full Time Artist Store Owner Ep. 1 - Art Studio Gallery Small Business

Ashley Hackshaw · 10K subs · 24,1K views · Apr 2025

A store owner's day, episode one. 8.1x on 9,970 subscribers; the episode number promises a series.



Weekend Life of a Multiple Business Owner

Sweatpant Millionaire · 3.5K subs · 3.9K views

Weekend life of a multiple business owner, 5.2x on 3,500 subscribers.



Real Estate Agents Are QUITTING EVERYWHERE - Here's Why

Michael Bordenaro Clips · 36K subs · 49.3K views · Mar 2026

Agents are quitting everywhere, here's why: the industry-trend title from inside the industry. 3.2x on 36K subscribers.



a day in the life of a RESTAURANT OWNER in ITALY

Rosie Maio · 656K subs · 2.7M views · Jan 2023

A restaurant owner's day in a named country: 2.7 million views, 4x on 656K subscribers. The mass-market version.



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

Driftwood Builders Roofing · 914 subs · 2.2K views

A 914-subscriber roofer answered the cost question for one city: 4.7x. Place plus trade plus cost is the local buyer's exact query.



How To Start Your Kitchen Remodel The Right Way

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

A local cabinet company's three-minute how-to-start video did 9.4x. The first step is what a customer searches before they call.



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

The Kitchen Store · 161 subs · 4.1K views

A 161-subscriber kitchen store got 4,051 views naming a \$5,000 mistake: 25.2x. Warnings work for the business that is the safe choice.

The patterns behind these numbers

- **Day in the life plus place.** Waianae, Italy, Canada: the place is the search; the day is the trust.
- **Realistic is a keyword.** Realistic, the real reality: viewers suspect the format is staged, and the honest label wins.
- **Episode numbers build a series.** Ep. 1 did 8.1x; the number tells the viewer there will be more.
- **Place plus trade plus cost.** New roof cost in Austin, TX on a 914-subscriber channel: the exact local buying query.
- **Warn and be the safe choice.** Avoid this \$5,000 mistake did 25.2x on 161 subscribers; the business that names the risk is the one that gets called.

Your first 10 videos

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

Ideas one to three are day videos to film this week. Four to six are the local cost and how-to-start videos that book calls. Seven to ten are the series, weekend and industry formats for month two.

1

A day in the life of a [business] owner in [town]

OPEN WITH

Six in the morning to close, one ordinary day, with the town in the title. This is the video someone watches before they decide to call.

FORMAT

Owner's day, long-form

LENGTH

18 to 25 min

MODELLED ON



A Day in the Life in Waianae: Realtor, Mom & Farm Wife did 58.2x on 19,400 subscribers; a day in the life of a RESTAURANT OWNER in ITALY did 2.7 million views.

2

Realistic day in the life of a [job] in [town]

OPEN WITH

No highlight reel. The slow morning, the cancelled appointment, the invoice. Realistic is the word people search because they suspect the others are staged.

FORMAT

Owner's day, honest

LENGTH

12 to 20 min

MODELLED ON



REALISTIC Day in the Life of a Real Estate Agent did 3.6x on 28K subscribers; Day In The Life of a 26 Year Old Real Estate Agent did 7.6x on 2,330.

3

A day in my life as a small business owner in [state or country]: the real reality

OPEN WITH

What running a small business here actually looks like, including the two hours of admin nobody films.

FORMAT

Owner's day, region named

LENGTH

15 to 20 min

MODELLED ON



A Day in My Life as a Small Business Owner in Canada I The Real Reality did 4.9x on 11,200 subscribers.

4

How much does [service] cost in [town]? (2026 price breakdown)

OPEN WITH

The question every local customer asks and no local business answers. Here is the range, what moves it, and what a fair quote looks like in this town.

FORMAT

Local cost breakdown

LENGTH

10 to 18 min

MODELLED ON



How Much Does a New Roof Cost in Austin, TX? did 4.7x on 914 subscribers.

5

How to start your [project] the right way (from a [town] [trade])

OPEN WITH

The three decisions to make before you call anyone, in order, from a business that has watched people get them wrong.

FORMAT

How-to-start, short

LENGTH

3 to 6 min

MODELLED ON



How To Start Your Kitchen Remodel The Right Way did 9.4x on a 2,730-subscriber local cabinet company.

6

Avoid this \$[number] [category] mistake

OPEN WITH

One decision costs local customers thousands more than any other, and it happens before the work starts. Here it is, and how to avoid it.

FORMAT

Single-mistake warning

LENGTH

5 to 8 min

MODELLED ON



Remodeling Your Kitchen? Avoid This \$5,000 Cabinet Mistake did 25.2x on a 161-subscriber store.

7

Day in the life of a [business] owner, episode 1

OPEN WITH

Same format, numbered. Episode one is the ordinary day; the number tells the viewer there will be more and gives the channel a weekly slot.

FORMAT

Series pilot

LENGTH

9 to 12 min

MODELLED ON



Day in the Life of a Full Time Artist Store Owner Ep. 1 did 8.1x on 9,970 subscribers.

8

A weekend in the life of a [town] business owner

OPEN WITH

What the weekend looks like when you own the place: the Saturday rush, the Sunday books, and the one hour that is actually off.

FORMAT

Weekend day, owner-led

LENGTH

15 to 22 min

MODELLED ON



Weekend Life of a Multiple Business Owner did 5.2x on 3,500 subscribers.

9

[Job]s are quitting everywhere in [region]: here's why

OPEN WITH

An industry trend told from inside it. Why people in this trade are leaving, what it means for customers, and why we are staying.

FORMAT Industry-trend explainer

LENGTH 10 to 14 min



MODELLED ON

Real Estate Agents Are QUITTING EVERYWHERE - Here's Why did 3.2x on 36K subscribers.

10

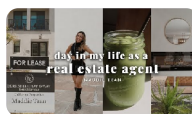
Day in the life of a [age]-year-old [job] in [town]

OPEN WITH

Age plus job plus town, the three things a viewer uses to decide whether this is someone like them. Still pulling views four years later on an 832-subscriber channel.

FORMAT Owner's day, identity in the title

LENGTH 10 to 15 min



MODELLED ON

DAY IN MY LIFE AS A REAL ESTATE AGENT I The Realtor Diaries did 5.2x on 832 subscribers.

How to sequence this

Film ideas one to three this week from an ordinary working day; each needs a phone and the town in the title. Four to six are the videos that book calls: publish them next, with one tracked quote or booking link in every description. Seven turns the day video into a weekly numbered series. Eight to ten are month two. Cut a 30-second Short from each: the single moment, the single number, the single mistake. Measure calls per video, not views.

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.