

Your next *10 videos*, backed by what is already going viral in personal branding

Prepared for **Personal brands** · 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-personal-brands/

NICHE

Personal brands for founders and professionals

STAGE

Landing page

BUILT WITH

OutlierKit
outlier index

WHERE YOU STAND

Where personal brands stand today

12

OUTLIER VIDEOS
ANALYSED

8 Sep 2026

PULLED FROM
OUTLIERKIT

If I started
again

WINNING FORMAT

Expert's
own plan

POSITIONING

The personal-branding videos beating their averages hand the viewer the expert's own plan: if I wanted to build a personal brand in 2026, I'd do this. Not tips, not theory, the plan. The restart frame did 84x on a 288,000-subscriber channel and the same shape works at 852 subscribers with the word celebrity in place of the year.

The second pattern is the audience in the title: in any industry, for your career, at any stage (student plus executive), that makes money. A professional building a brand in a named field has less competition than a creator building one for creators, and the outliers show the named-field version winning.

Your field is the angle

Most personal-branding content is made by marketers for marketers. A doctor, an association and a coach all beat their averages below by putting their own field in the title. If you are building a brand in a profession, the video that wins is the personal-branding video for that profession, which almost nobody has made.

What is going viral in personal branding right now

Outlier personal-branding videos from channels of every size, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. The largest multiple in the set is the restart frame; the smallest channels won with a named comparison or a named profession.



If I Wanted to Build a Personal Brand In 2026, I'd Do This

Matt Gray · 288K subs · 44.5K views · Apr 2026

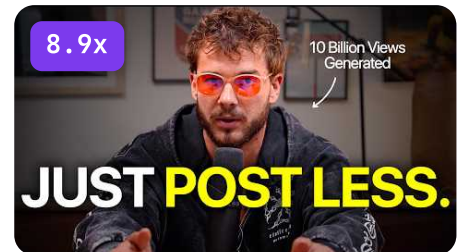
If I wanted to plus a year plus I'd do this: the restart frame. 84.1x on 288K subscribers; the viewer gets the expert's own plan.



How To Build A Personal Brand in Any Industry

Joanna Wiebe · 136K subs · 121.4K views · Mar 2026

In any industry widens the audience to everyone. 37.8x on 136K subscribers, 121,000 views.



Brutally Honest Advice To Build Your Personal Brand, Fast

Ronny Mitchell · 12.9K subs · 51K views · May 2026

Brutally honest plus fast. 8.9x on 12,900 subscribers; the promise of candour is the hook.



Personal Brand Expert Resets My 2026 Content Strategy

Taki Moore · 23.6K subs · 16K views · Jan 2026

An expert resets my strategy: a live audit on camera. 10.2x on 23K subscribers at 41 minutes.



Build Your Personal Brand Like A Celebrity

J.D. Drayton · 852 subs · 14K views · May 2025

An 852-subscriber channel got 14,000 views on like a celebrity. 9.8x; the comparison sets the ambition.



How to Build a Personal Brand that Elevates Your Career

Sharon McLaughlin MD · 1.5K subs · 1.6K views · Dec 2025

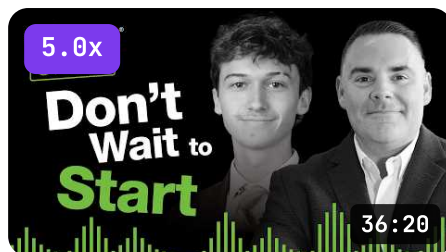
A 1,520-subscriber doctor did 5.1x on personal brand plus career. The professional angle names an audience the influencer version ignores.



How to Build a Personal Brand People Can't Ignore

Randy Gage · 237K subs · 48K views

People can't ignore is the outcome. 7.2x on 237K subscribers.



How to Build a Personal Brand at Any Stage of Your Career (Student + Exec Perspective)

Auto Care Association · 22.9K subs · 29K views

A trade association's channel did 5x on at any stage of your career (student plus executive). The audience split in brackets is the hook.



Build your Personal Brand (Step by Step Guide)

Abhimanyu Singh (Yash) · 59.6K subs · 90.4K views · May 2025

Step by step guide in brackets, 2.6x on 59K subscribers, 90,000 views; the procedural promise.



Think Like a Coach: Lead Your Business to Success

Big Picture TV · 13.5K subs · 10.8K views · Jul 2025

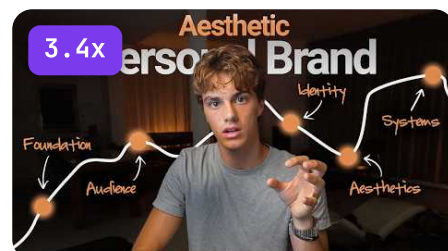
Think like a coach: an identity frame from a 13,500-subscriber channel, 6.1x.



The Personal Branding Lesson Nobody Teaches

The Futur · 2.8M subs · 29.7K views · Aug 2026

The lesson nobody teaches, 4.1x on a 2.8M channel; the withheld secret.



how to build a personal brand that makes money [full guide]

Casper Verbeek · 13.3K subs · 10K views · Jul 2026

That makes money plus full guide in brackets. 3.4x on 13,300 subscribers; the outcome is money, not followers.

The patterns behind these numbers

- **The restart frame.** If I wanted to build X in 2026, I'd do this: the expert's own plan, from zero, dated.
- **Name the field.** In any industry, for your career, for [profession]: the audience in the title raises the multiple.
- **Candour is a hook.** Brutally honest, the lesson nobody teaches: the promise to say the unsaid.
- **The live audit.** An expert resets my strategy on camera did 10.2x at 41 minutes; watching the work beats hearing about it.
- **Outcome, not followers.** That makes money, people can't ignore, elevates your career: the result named in the title.

Your first 10 videos

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

Ideas one to three are the plan videos that establish the channel. Four to seven are the named-audience versions for your field. Eight to ten are the guides and audits for month two.

1

If I wanted to build a personal brand in [your field] in 2026, I'd do this

OPEN WITH

Starting from zero in my field today, here is the exact order I would do things in, with the two things I would skip that everyone tells you to do.

FORMAT Plan video, talking head with a whiteboard

LENGTH 15 to 25 min



MODELLED ON

If I Wanted to Build a Personal Brand In 2026, I'd Do This did 84.1x on 288K subscribers.

2

How to build a personal brand in any industry (the [your field] version)

OPEN WITH

The rules are the same in every industry and the examples are always from marketing. These are the same rules with examples from mine.

FORMAT Explainer with field-specific examples

LENGTH 15 to 20 min



MODELLED ON

How To Build A Personal Brand in Any Industry did 37.8x on 136K subscribers.

3

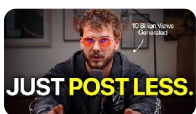
Brutally honest advice for building a personal brand fast

OPEN WITH

Nobody tells you this part because it is unflattering. Here are the five things that actually moved my brand, and the three that wasted a year.

FORMAT Candid list

LENGTH 10 to 14 min



MODELLED ON

Brutally Honest Advice To Build Your Personal Brand, Fast did 8.9x on 12,900 subscribers.

4

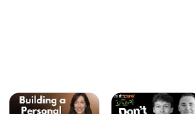
How to build a personal brand that elevates your career in [profession]

OPEN WITH

A personal brand for a professional is not an influencer channel. Here is what it looks like when it works, and the three moves that got me promoted.

FORMAT Profession-specific guide

LENGTH 12 to 16 min



MODELLED ON

How to Build a Personal Brand that Elevates Your Career did 5.1x on a 1,520-subscriber doctor's channel; At Any Stage of Your Career (Student + Executive) did 5x.

5

Build your personal brand like a celebrity (without acting like one)

OPEN WITH

Celebrities run a playbook that works for anyone with a job title. Here are the four parts of it and how to run each at a normal person's scale.

FORMAT Comparison explainer

LENGTH 10 to 14 min



MODELLED ON

Build Your Personal Brand Like A Celebrity did 9.8x on 852 subscribers.

6

How to build a personal brand people can't ignore

OPEN WITH

There is a difference between a brand people know and one they cannot ignore. It is one decision about what you say no to. Here it is.

FORMAT Single-idea talk

LENGTH 12 to 20 min



MODELLED ON

How to Build a Personal Brand People Can't Ignore did 7.2x on 237K subscribers.

7

Think like a coach: how to lead your [business] with a personal brand

OPEN WITH

Coaches are trusted before they are hired. Here is how to borrow that position in a business that is not coaching.

FORMAT Identity-frame explainer

LENGTH 15 to 25 min



MODELLED ON

Think Like a Coach: Lead Your Business to Success did 6.1x on 13,500 subscribers.

8

Build your personal brand: step by step guide

OPEN WITH

Every step in order, from the profile to the first piece of content to the first inbound lead, with nothing skipped. Bookmark it.

FORMAT Definitive guide with chapters

LENGTH 25 to 30 min



MODELLED ON

Build your Personal Brand (Step by Step Guide) did 2.6x on 59K subscribers with 90,000 views.

9

The personal branding lesson nobody teaches

OPEN WITH

Every course covers the same six lessons. This is the seventh, the one that decides whether the other six work.

FORMAT

Withheld-secret talk

LENGTH

8 to 12 min



MODELLED ON

The Personal Branding Lesson Nobody Teaches did 4.1x on a 2.8M channel.

10

A personal brand expert resets my 2026 strategy (live audit)

OPEN WITH

I invited someone better than me to take my content plan apart on camera. This is the whole session, including the parts that stung.

FORMAT

Live audit, long-form

LENGTH

35 to 45 min



MODELLED ON

Personal Brand Expert Resets My 2026 Content Strategy did 10.2x on 23K subscribers at 41 minutes; **how to build a personal brand that makes money [full guide]** did 3.4x.

How to sequence this

Film idea one first; it is the channel's thesis and the video every later upload links back to. Two and three follow in the first month. Four to seven are the named-field versions, one a week, each with your profession in the title. Eight to ten are month two, when there is an audience to send to a long guide and an audit. Cut a 45-second Short from each with the single most quotable line, and put the same line in the first comment.

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.