

YouTube Strategy Playbook for Businesses

Film what customers search instead of what you sell, copy the cost-breakdown pattern that beats channel averages, plan 30 days. Fill the bracketed prompts.

1. Your business on one page

Fill this before anything else. Every other section refers back to it.

What you sell, in the customer's words

[e.g. custom homes on acreage, not residential construction services]

Who buys it and where

[e.g. families relocating to Fort Myers; the place or category modifier goes in every title]

The first question a buyer asks

[almost always: what does it cost]

The comparison they make before buying

[e.g. new construction vs resale, DIY vs hiring, you vs the big brand]

Current channel average views (last 20 videos)

[number; the baseline every result is measured against]

The one tracked link in every description

[quote form, booking page, calculator]

2. Why business channels stall

- Filming the product instead of the question: tours and testimonials describe the business; customers search for what they need to decide.
- Using the company name as the keyword: nobody searches a name they have not heard. The keyword is the problem, plus the place or category.
- Judging by subscribers: business viewers come once to decide and leave. Measure views against your own average and leads per video.

3. The five steps

1. Find the demand in the customer's language

In OutlierKit Outliers, search the problem, never the product: how much does it cost to, is it worth hiring, mistakes to avoid. Keep videos above 5x their channel average. Write down the exact phrasing in every winning title.

2. Pick the two formats small business channels win with

Cost breakdown (a specific number in the title) and comparison (X versus Y) beat averages on channels under 5,000 subscribers in almost every category. Filter to channels your size and confirm which two repeat.

3. Copy the hook, swap the noun

Change only the category, place or number in the three best titles. Confirm the phrase, with your modifier, in Keyword Research.

4. Fill 30 days

Eight videos: one search-led answer and one cost or comparison video each week. Deep Research drafts the first ten titles from your outlier list and your service area.

5. Measure by reach ratio and leads

After seven days, compare views to your channel average and count leads from the tracked link. A 6,000-view cost video that books three consultations beats a 60,000-view tour that books none.

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 8 September 2026: [specific number or year] cost breakdown to build [thing]. Three home-building channels (210, 935 and 89,400 subscribers) got 29.5x, 33.6x and 76.8x their normal views from it.

- Price breakdown to [do the thing] in [year] (what it ACTUALLY costs)
- How I [did the thing] for \$[number] per [unit]
- Our \$[total] [project]: full cost breakdown
- [Option A] vs [option B] in [city]: which costs less in [year]
- [Number] mistakes people make when [buying what you sell]

[illegible]

5. 30-Day Calendar for Businesses

One search-led answer and one cost or comparison video each week. Fill the Result and Leads columns; they decide what you film next month.

[illegible]

Appendix: prompt pack for Claude with the OutlierKit connector

Paste each prompt into Claude with the OutlierKit connector switched on (Pro or Max plan). Replace everything in square brackets.

Demand scan in the customer's language

My company sells [product or service] to [customer] in [city or region]. Use OutlierKit to find the 10 videos from the last 90 days about [customer problem] that most outperformed their channel's average. Group them by title pattern and tell me which two patterns a channel under 1,000 subscribers could copy.

Tools Claude calls: outliers_search, channels_get. Cost: about 4 credits.

Local keyword check

Research these phrases in OutlierKit with [city] added: [phrases]. For each, tell me the demand, how strong the existing answers are, and whether a new business channel could rank.

Tools Claude calls: keywords_research. Cost: about 2 credits.

Cost video outline

Write the outline for a video titled [what it actually costs to buy what you sell in year]: the number the title promises, the 5 factors that move it, the comparison buyers make, and the one call to action. Pull 3 outlier videos on the same question as reference.

Tools Claude calls: outliers_search, videos_transcript. Cost: about 5 credits.

Competitor benchmark

Compare my channel [URL] with these competitors [URLs] in OutlierKit: average views as a share of subscribers, top 3 outliers each, and which of their videos answer buyer questions we have not answered yet.

Tools Claude calls: channels_get, channels_videos. Cost: about 6 credits.

Fill the calendar

Using the outlier list above, write 8 titles for the next 30 days: 2 cost breakdowns, 2 comparisons and 4 search-led answers, each with our city or category in the title, a primary keyword and the outlier it copies.

Tools Claude calls: outliers_search, keywords_research. Cost: about 3 credits.