

YouTube Strategy Playbook for Chiropractors

Find the conditions patients name, copy the exercise-list title pattern, plan 30 days. Fill the bracketed prompts.

1. Your clinic on one page

Fill this before anything else. Every other section refers back to it. Check your state board's advertising rules, and get written consent before you film a patient.

Your city and the patients you see most

[e.g. Denver; desk workers aged 30 to 55]

The five conditions new patients name

[e.g. L4-L5 disc bulge, sciatica, neck pain from desk work]

The exercises you give most often

[e.g. five moves for a lumbar disc bulge]

Your weekly format

[exercise list for one condition, one habit to change, or a routine patient visit]

Current channel average views (last 20 videos)

[number; the baseline every result is measured against]

The one booking link in every description

[new patient page or phone number]

2. Why chiropractors stop growing

- Only adjustment clips: they get views from people who like the sound, in any country.
- Titles with no condition: patients search for what they have, not for what you do.
- No patient and no place in the title: a filmed visit works when the viewer can see themselves in it.

3. The five steps

1. Find the conditions patients name

List the conditions new patients name when they call. Search each in OutlierKit Outliers the way a patient says it or reads it on a report. Keep videos above 5x their channel average, check that a chiropractor or a clinic runs the channel, and write down the words in every winning title.

2. Pick the format you can film between patients

Exercise list for one condition, one habit to change, or a routine patient visit. Filter the outliers to channels near your size; the format that repeats three times is your weekly video.

3. Copy the hook: a number, exercises, one condition

Count the exercises and name one condition, using the name a patient reads on a scan report. Read the comments on the top three videos and note the symptoms viewers describe.

4. Fill 30 days

One exercise list a week, a habit video or a filmed patient visit on the other day, one slot held open for the question you heard most that week. Written consent before every patient video.

5. Measure views against your average and log new patients

After seven days, compare each video to your channel average and repeat any format above 2x. Ask every new patient which video they watched and log it next to the views.

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 8 October 2026: [number] exercises for [one named condition]. Three chiropractic channels got more than 8x their normal views from it.

- [Number] best exercises for [condition, as written on a report]
- [Condition]: the [number] exercises I teach every patient
- Best sleeping position for [condition]
- A [number]-minute routine to fix slouching and mid-back pain
- Routine chiropractic care for [complaint] from [job or sport]
- Can chiropractic care help [complaint]?

[illegible]

5. 30-Day Calendar for Chiropractors

One exercise list a week, a habit or patient video on the other day, one open slot. Fill the Views and New patients columns; they decide next month's topics.

[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.

Condition scan

I am a chiropractor in [city] and I mostly treat [conditions]. Use OutlierKit to find videos by chiropractors that beat their channel average by 5x or more on channels under 50,000 subscribers. List the top 10 with channel size and multiplier, and tell me which words repeat in the titles.

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

Viewer symptoms from comments

Pull the comments on these 3 videos: [URLs]. List the 10 symptoms or questions viewers describe, in their own words, and turn each into a video title for my clinic.

Tools Claude calls: videos_comments. Cost: about 6 credits.

Format check at my size

Find 10 chiropractic channels similar to [channel URL] with between [half my size] and [three times my size] subscribers. For each, list the top 3 outliers from the last 6 months and say whether each is an exercise list, a habit video or a patient visit. Which format repeats most at my size?

Tools Claude calls: channels_similar, channels_videos. Cost: about 55 credits.

Thirty-day plan

Using the outlier list above, write 4 exercise list titles, 1 habit video title and 2 patient visit titles for a chiropractor who treats [conditions], each with the one-line hook for the first 15 seconds.

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

Confirm the search demand

For each of these 7 titles: [titles], give me the main search phrase and check it has YouTube search demand. Flag any title where the phrase has none and suggest a closer one.

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