

YouTube Launch Playbook for Digital Products

Film the outcome buyers search for, copy the I-built-it pattern that beats channel averages, run an eight-video launch. Fill the bracketed prompts.

1. Your product on one page

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

The product

[course, template, app, tool]

The outcome a buyer wants to have

[e.g. a client portal without building one; the outcome goes in the title, the product in the description]

The buyer's identity, in their words

[e.g. freelance designer, not a developer; the no-code, no-devs part of the title]

The time limit a demonstration can honestly claim

[e.g. 47 minutes, an afternoon, a weekend]

Launch date

[date; the calendar counts back two weeks from it]

The four objections you hear most

[price, time, skill, trust; each becomes a follow-up video]

2. Why digital product channels stall

- Making videos for peers: build logs and tool comparisons attract other makers, who do not buy.
- Naming the tool instead of the outcome: buyers search for what they want to have. Tool names belong in the description.
- Launching into silence: one launch video reaches existing subscribers only. Publish the outcome videos first so the launch lands on people who already want the result.

3. The five steps

1. Find the demand by outcome, not by tool

In OutlierKit Outliers, search what the product lets someone have: build an app without code, make an ad in ten minutes. Keep videos above 5x their channel average. Note the outcome and constraint words in every winning title.

2. Pick the breakout format

The I-built-it demonstration (outcome, time limit, no expertise) beats tutorials and teardowns at every channel size in this niche. Filter to channels near yours and confirm it.

3. Copy the hook: outcome, time, identity

A finished thing, a short time, and an identity claim (no code, no devs, I am a designer not a developer). Swap in your product's outcome and confirm the phrase in Keyword Research without any tool name.

4. Run the launch calendar

Three outcome videos in the two weeks before launch, one launch video, four follow-ups that each answer one objection. Deep Research drafts the objection videos from the comments on your outlier list.

5. Measure by outlier score and product-page clicks

After seven days, compare views to your channel average and count clicks on the product link. A video at 3x that sends 40 clicks beats one at 10x that sends 4.

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 8 September 2026: I built [a real thing] with AI in [time], no code. Three channels (1,560, 901 and 2.9 million subscribers) got 25.8x, 17.1x and 7.6x their normal views from it.

- I built a full [thing] in [time] using AI (no code, no devs)
- How anyone can build a [valuable thing] with AI
- How I built a real [thing] with just AI, no coding
- I [got the outcome] in [time] and I am a [buyer identity], not a [expert]
- [Outcome] without [the skill buyers think they need]

Pattern	Your version (outcome, time, identifier)	Original proof (URL)	Keyword confirmed?

5. Launch Calendar for Digital Products

Three outcome videos before launch, one on launch day, four objection follow-ups after. Day 0 is launch day; fill the Clicks column from your product page analytics.

[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.

Outcome demand scan

I sell [digital product] that helps [buyer] achieve [outcome]. Use OutlierKit to find videos from the last 60 days about [outcome] with an outlier score above 5. List the top 10 with channel size and multiplier, and tell me which outcome, time and identity words repeat in the titles.

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

First-30-seconds study

Pull the transcripts of these 3 videos: [URLs]. Tell me what each one promises in the first 30 seconds, how long before the finished thing is shown, and write a 15-second opening for my product in the same shape.

Tools Claude calls: videos_transcript. Cost: about 3 credits.

Objection mining

Pull the comments on these 3 videos: [URLs]. Group the objections into price, time, skill and trust, quote the most common phrasing in each group, and give me one video title per group that answers it.

Tools Claude calls: videos_comments. Cost: about 3 credits.

Channel benchmark

Compare my channel [URL] with [creator URL] and [creator URL] who sell similar products, in OutlierKit: average views as a share of subscribers, top 3 outliers each, and whether their outliers are demonstrations, tutorials or teardowns.

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

Write the eight launch titles

Using the outlier list above and my launch date [date], write 8 titles: 3 outcome demonstrations for the two weeks before launch, 1 launch video, and 4 objection follow-ups (price, time, skill, trust). Each title uses the outcome, a time limit and my buyer's identity, with no tool names.

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