

YouTube Strategy Playbook for Fitness Coaches

Find the problem your clients name, copy the diagnosis title pattern, plan 30 days. Fill the bracketed prompts.

1. Your client on one page

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

Who you coach, in their words

[e.g. women over 40 who have dieted before]

The problem they describe on a first call

[e.g. eating in a deficit and not losing weight]

What they already tried

[e.g. calorie counting, daily cardio, a gym plan from an app]

Your weekly format

[diagnosis list, client story with steps, or follow-along for a named audience]

Current channel average views (last 20 videos)

[number; the baseline every result is measured against]

The one offer in every description

[free calculator, call booking page or programme; one link]

2. Why fitness coaches stop growing

- Filming workouts when you sell coaching: workout videos attract people who want a free workout.
- Titles written for other trainers: clients search the symptom, not the theory.
- No named audience: a channel for everyone competes with every fitness channel.

3. The five steps

1. Find the problem your clients name

List the five sentences new clients say on a first call. Search each in OutlierKit Outliers with the audience attached. Keep videos above 5x their channel average and write down the exact words in every winning title.

2. Pick the format you can film between clients

Diagnosis list, client story with steps, or follow-along for one named audience. Filter the outliers to channels near your size; the format that repeats three times is your weekly video.

3. Copy the hook: what they tried, not working, a count

Name the thing the viewer already tried, say it is not working, promise a short list of reasons. Pull the comments on the top three videos and use the viewers' own phrases in your titles.

4. Fill 30 days

Two diagnosis videos a week, one client story in the month, one slot held open for the question you heard most that week.

5. Measure views against your average and log enquiries

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

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 7 October 2026: [what the viewer tried] is not working ([number] mistakes). Three coaching channels got more than 5x their normal views from it.

- Why your [thing they tried] is not working ([number] common mistakes)
- Still not [result]? ([number] hidden mistakes holding you back)
- [Number] [goal] mistakes destroying your results (and how to fix them)
- After [number] years of coaching [audience], I would only do [number] things
- How [client, age] [result] (step-by-step guide)
- [Number] myths of [method] for [audience]

[illegible]

5. 30-Day Calendar for Fitness Coaches

Two diagnosis videos a week, one client story, one open slot. Fill the Views and Enquiries 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.

Problem scan

I coach [who, e.g. women over 40 who have dieted before]. The problem they describe is [e.g. eating in a deficit and not losing weight]. Use OutlierKit to find videos about that problem that beat their channel average by 5x or more on channels under 100,000 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.

Client phrases from comments

Pull the comments on these 3 videos: [URLs]. List the 10 phrases viewers use to describe being stuck, in their own words, and turn each into a title in the pattern [what they tried] is not working ([number] mistakes).

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

Format check at my size

Find 10 coaching 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 a diagnosis list, a client story or a follow-along. 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 6 diagnosis titles and 1 client story title for [audience], 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.