

YouTube Strategy Playbook for Fitness Influencers

Find demand by body goal and constraint, copy the result-plus-constraint title pattern, run a four-week series. Fill the bracketed prompts.

1. Your channel on one page

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

Who you train, in their words

[e.g. women over 40 who train at home with no equipment]

The result they want

[e.g. lose belly fat, get stronger, fix posture]

The constraint they live with

[e.g. no equipment, 10 minutes, desk job, bad knees]

Your series format

[30-day challenge, science explainer, or I-tried-it-for-30-days experiment]

Current channel average views (last 20 videos)

[number; the baseline every result is measured against]

Where a viewer goes next

[programme, app, community; one link per description]

2. Why fitness influencers stall

- Reposting short-form clips with no search intent: they perform like Shorts and disappear.
- Titles that name the exercise: viewers search the result and the constraint, not the movement.
- No series, so nothing compounds: standalone workouts give a viewer no reason to come back tomorrow.

3. The five steps

1. Find the demand by body goal and constraint

In OutlierKit Outliers, search the goal plus the constraint, not the exercise. Keep videos above 5x their channel average. Write down the exact words in every winning title.

2. Pick the series format that wins at your size

30-day challenge series, science explainer, or the 30-day experiment. Filter the outliers to channels near your subscriber count; the format that repeats three times is your series spine.

3. Copy the hook: result, place, time, constraint

Swap in your audience's goal and constraint. Pull the comments on the top videos for the phrases viewers use to describe their goal and put them in your titles.

4. Run the four-week calendar

One series episode and one search-led standalone a week. Deep Research drafts the eight titles from your outlier list.

5. Measure by reach ratio and search share

After seven days, compare views to your channel average and note the traffic source. Standalones should lead on search; series episodes should grow on browse week over week.

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 8 September 2026: [result] fast at home, no equipment, [time]. Three home-fitness channels (2,010, 50,200 and 5,960 subscribers) got 17.4x, 20.1x and 8.2x their normal views from it.

- Fastest way to [result] at home: [time] [standing or seated] workout, beginner to results in days
- Full body [result] workout at home | no equipment | fast results
- [Result] fast at home: [audience] [result] workout
- Week [n] of 4: the [time] [constraint] workout for [audience]
- I did [workout] every day for 30 days: honest results

[illegible]

5. 4-Week Series Calendar for Fitness Influencers

One series episode and one search-led standalone a week. Fill the Result and Source columns; they decide next month's format.

[illegible]

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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 by goal and constraint

My audience is [who, e.g. women over 40 who train at home]. Use OutlierKit to find fitness videos from the last 90 days aimed at that audience that beat their channel average by 5x or more. List the top 10 with channel size and multiplier, and tell me which result, place, time and constraint words repeat in the titles.

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

Comment mining for title phrases

Pull the comments on these 3 videos: [URLs]. List the 10 phrases viewers use to describe their goal or their constraint, in their own words, and turn each into a title in the result, place, time, constraint pattern.

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

Series format check

Find 10 fitness 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 challenge series, a science explainer or an experiment. Which format repeats most at my size?

Tools Claude calls: channels_similar, channels_videos. Cost: about 12 credits.

Four-week series plan

Using the outlier list above, write a 4-week series for [audience]: one title per week in the form Week n of 4: [promise], plus the one-line hook for the first 15 seconds of each episode.

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

Fill the calendar

Write 4 standalone search-led titles for [audience] in the result, place, time, constraint pattern, each with a primary phrase from the comments and the outlier it copies. Then confirm each phrase has search demand.

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