

YouTube Strategy Playbook for Lawyers

Find the questions clients ask in a first meeting, copy the mistake-warning title pattern, plan 30 days. Fill the bracketed prompts.

1. Your practice on one page

Fill this before anything else. Every other section refers back to it. Check your state bar's advertising rules before you publish.

Your practice area and state

[e.g. estate planning and probate, Georgia]

Who your clients are

[e.g. families with a home and children under 18]

The five questions clients ask in a first meeting

[e.g. do I need a trust, what happens if I die without a will]

Your weekly format

[mistake warning, numbered answer, or rule change explained]

Current channel average views (last 20 videos)

[number; the baseline every result is measured against]

The one booking link in every description

[consultation page or phone number]

2. Why law firms stop growing

- Videos about the firm: an introduction or a list of practice areas answers no question.
- Titles in legal terms: clients search for what they fear, in their own words.
- No state or practice area in the title: the law differs by state, and viewers know it.

3. The five steps

1. Find the questions clients ask in a first meeting

List the questions new clients ask you most. Search each in OutlierKit Outliers with your practice area. Keep videos above 5x their channel average, check that a lawyer or a firm runs the channel, and write down the words in every winning title.

2. Pick the format you can film between client meetings

Mistake warning, numbered answer or rule change explained. Filter the outliers to channels near your size; the format that repeats three times is your weekly video.

3. Copy the hook: the mistake, who makes it, the legal task

Name one mistake, say who makes it and name the legal task. Add your state when the law depends on it. Read the comments on the top three videos and note the questions viewers ask.

4. Fill 30 days

One mistake warning and one numbered answer a week, one slot held for a rule change, 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: the number one mistake [who] make when [legal task]. Three videos from two Georgia firms got more than 6x their channel's normal views from it.

- The #1 mistake people make when [legal task]
- Mistakes that could invalidate your [document] in [state]
- [Number] reasons your [document] will not [do what you expect]
- [Number] top misconceptions about [legal topic] in [state]
- Before you sign that [agreement], watch this
- [Agency] [document] explained by a [type] lawyer

Pattern	Your version (your practice)	Outlier proof (URL)	Keyword confirmed?

5. 30-Day Calendar for Lawyers

One mistake warning and one answer a week, one rule-change slot, 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.

Question scan

I am a [practice area] lawyer in [state]. Use OutlierKit to find videos by lawyers and law firms 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 questions from comments

Pull the comments on these 3 videos: [URLs]. List the 10 questions viewers ask, in their own words, and turn each into a title for my practice in [state].

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

Format check at my size

Find 10 law firm 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 mistake warning, a numbered answer or a rule change explained. 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 mistake warning titles, 2 numbered answer titles and 1 rule change title for a [practice area] lawyer in [state], 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.