

YouTube Strategy Playbook for Vloggers

Find outliers among the channels you admire, copy the expectation-gap title pattern, plan one story arc a month. Fill the bracketed prompts.

1. Your channel on one page

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

Your theme

[e.g. slow travel in Southeast Asia, first year freelancing, family life on a farm]

Two vloggers you want to learn from

[channel URLs; the research starts from channels similar to these]

Your arc format

[expectation vs reality, time-boxed experiment, or single-question arc]

The question next month's arc answers

[e.g. can two people live on \$1,500 a month in Portugal]

Current average view duration

[percentage; recommendation follows this number, so it is the one to move]

Where a viewer goes next

[newsletter, Patreon, next episode; one link per description]

2. Why vloggers stall

- Uploading the trip, not the verdict: Day 3 in Lisbon makes no promise a browsing viewer can click.
- Standalone days with no arc: a viewer has no reason to watch the next one.
- Measuring views instead of retention: recommendation follows average view duration, and a vlog that loses viewers at the intro stops being pushed on day two.

3. The five steps

1. Find the outliers among channels like the ones you admire

In OutlierKit Channel Analysis, start from two vloggers you admire, find similar channels, and list each one's top videos by outlier score from the last 6 months. Look for the title shape that repeats across channels.

2. Pick the verdict format

Expectation versus reality, the time-boxed experiment, or the single-question arc. Filter to channels near your size and confirm which one repeats.

3. Copy the hook: verdict in the title, place in the thumbnail

Keep the verdict (not what I expected, what I got wrong), swap the place. The thumbnail carries the place so the title can spend its words on the feeling.

4. Plan one story arc a month, four episodes

One question, four episodes, one verdict title each. Episode four is the answer. Deep Research drafts the four titles before the trip starts.

5. Measure by retention against the outlier set

After seven days, compare each episode's average view duration to your channel's and to the outliers you copied. Fix the drop-off points in the next episode.

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 8 September 2026: [place or move] was not what I expected. Three expat and travel vloggers (8,120, 2,140 and 1,850 subscribers) got 16.8x, 46.2x and 16.2x their normal views from it.

- Living in [place] was NOT what I expected
- One year in [place]: not what I expected
- I moved to [place]. Here's what I got completely wrong
- [Time] in [place]: the honest verdict
- Can [we] live on \$[budget] a month in [place]? Episode [n] of 4

[illegible]

5. Story-Arc Calendar for Vloggers

One arc a month, four episodes, one verdict title each. Fill the Retention column; it is the number recommendation follows.

[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.

Find channels like the ones you admire

Two vlog channels I want to learn from are [channel A] and [channel B]. Use OutlierKit to find 10 channels similar to them, with subscriber counts, and list each channel's top 3 videos by outlier score from the last 6 months.

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

Title shape detection

Here are 30 vlog titles that beat their channel average: [titles]. Group them by shape (expectation vs reality, time-boxed experiment, single question, other) and tell me which shape repeats most on channels under [my size] subscribers.

Tools Claude calls: outliers_search. Cost: about 1 credit.

Story arc draft

My next trip is to [place] and the question the month answers is [question]. Write a 4-episode story arc: one verdict title per episode in the shape [chosen shape], the one-line hook for the first 15 seconds of each, and what episode four reveals.

Tools Claude calls: outliers_search. Cost: about 1 credit.

Retention benchmark

Compare my channel [URL] with [channel A] and [channel B] in OutlierKit: average views as a share of subscribers and each channel's top 3 outliers. Tell me which of their videos I should study for structure before I edit episode one.

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

Fix the drop-off

Pull the transcript of [my episode URL] and of [outlier URL] in the same format. Compare what each does in the first 60 seconds and tell me what to cut or move in mine so the promise in the title is paid off sooner.

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