

Your next *10 videos*, backed by what is already going viral in digital products and no-code apps

Prepared for **Digital product creators** · 8 Sep 2026. Every video below links to YouTube. The ten ideas at the end are the deliverable; everything before them is the evidence.

PAGE

outlierkit.com/resources/youtube-strategy-for-digital-products/

NICHE

Digital products and no-code apps

STAGE

Strategy playbook

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where digital product creators stand today

12

OUTLIER VIDEOS ANALYSED

8 Sep 2026

PULLED FROM OUTLIERKIT

I-built-it demo

WINNING FORMAT

Outcome, not tool

POSITIONING

The videos beating averages in this niche are demonstrations of an outcome: a real app in 47 minutes, a first sale in 24 hours, \$0 to \$1,000 selling digital products. They are not tutorials for a tool and they are not build logs for peers. The buyer wants the thing, the time it takes and permission to believe they can do it too.

Small channels win big here. A 901-subscriber channel did 17x and a 1,220-subscriber channel did 40x on the same shape. Your first ten videos are that shape, pointed at your product's outcome, in launch order.

Name the outcome, not the tool

Tool names appear in the descriptions of these videos, almost never in the titles. Lovable, Base44 and Replit are how the thing got built; a full app, a money-making app and a first sale are why someone clicked. Put your product in the description and the first comment. Put the buyer's outcome in the title.

THE EVIDENCE

What is going viral in digital products and no-code apps right now

Outlier videos from no-code, AI-building and digital-product channels, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. Three of the twelve come from channels under 2,000 subscribers, which is the proof that this format pulls cold viewers rather than existing fans.



I Built a Full App in 47 Minutes Using AI (No Code, No Devs)

Tech with Tas · 1.6K subs · 40K views · Jan 2026

Three promises in one title: a finished app, a time limit, no code and no devs. 25.8x on 1,560 subscribers; the viewer wants the outcome, not a tutorial.



How Anyone Can Build a Million Dollar App With AI!

Peter Smith - Tech · 901 subs · 14.6K views · Oct 2025

Anyone is the identity hook and million dollar is the outcome. 17.1x on 901 subscribers, with no tool named in the title.



I Copied a \$100 Million App in 60 Minutes Using AI

Sean No Code · 1.2K subs · 11.2K views · Nov 2025

Copying a \$100 million app in 60 minutes: a famous outcome, a short time, a claim the viewer wants to be true. 39.9x on 1,220 subscribers.



\$0 to \$100: Use These 2 AI Prompts to Launch Your First Digital Product

Jillian Leslie · 12K subs · 3.7K views · Aug 2025

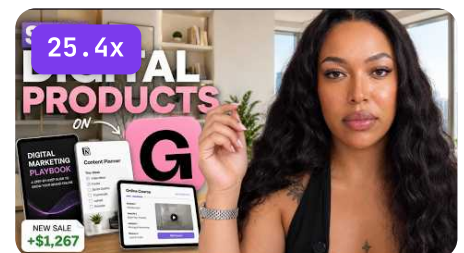
\$0 to \$100 is the smallest believable win, and two prompts is the smallest believable effort. 20x on 12K subscribers.



This AI Prompt Builds AND Sells Your First Digital Product Step by Step

Brian O'Neill · 22.4K subs · 23.9K views · Jul 2025

Builds AND sells: the title covers the part every other video skips. 33x on 22K subscribers.



How To Make Money Selling Digital Products On Gumroad Using AI (Beginners Tutorial)

Glowithgia · 91.6K subs · 18.2K views · Jul 2026

Platform named (Gumroad), tool named (AI), audience named (beginners). 25.4x on 91K subscribers; the specificity is the hook.



I Built an App With Claude Code (First Sale in 24 Hours)

Karolis · 45.7K subs · 19.4K views · Mar 2026

First sale in 24 hours is a result with a clock on it. 9.1x on 45K subscribers; proof beats process.



How I Built & Sold Another AI App SOLO (step by step / no code / with AI)

Ritesh Verma · 64K subs · 127.1K views · Aug 2025

Built and sold, solo, again. The word another says it is repeatable. 11.6x on 64K subscribers.



How to Build an App with AI & Start Selling It (No Coding)

Richard Yu · 81.9K subs · 113K views · May 2026

Build and start selling in one title, no coding in brackets. 14.4x on 82K subscribers.



FULL COURSE: How to Build & Sell Digital Products With AI (Step by Step)

Richard Yu · 81.9K subs · 95.6K views · Jul 2026

A full course in one video is a completion promise. 11.4x on the same 82K channel, two months after the first.



I Tried Selling Digital Products (\$0-\$1,000)

Anthony Eclipse · 91.6K subs · 21.8K views · Jul 2026

I tried plus a dollar range (\$0 to \$1,000) is the experiment format. 53x on 91K subscribers; the honest result is the hook.



I Made Rs 1,08,289 Selling an eBook Made With Claude AI

Saddam Kassim · 1.0M subs · 251.3K views · Aug 2026

An exact revenue figure from one product made with one AI tool. 13.9x on a million-subscriber channel; the number is the proof.

The patterns behind these numbers

- **Outcome plus time plus identity.** A full app, 47 minutes, no code and no devs. The three parts appear together in the biggest small-channel wins.
- **Results with a clock beat process.** First sale in 24 hours, \$0 to \$100, 72 hours. A deadline makes the promise checkable.
- **Anyone is the audience.** How anyone can build, no coding, beginners tutorial: the title tells non-experts they are welcome.
- **Exact money is proof.** Rs 1,08,289, \$1M app, \$100 million app copied. Specific figures out-pull round ones.
- **Build and sell beats build.** The titles that include selling (sold, first sale, start selling) outperform pure build videos on the same channels.

Your first 10 videos

Each one built from a proven outlier pattern, in the order to film them

Ideas one to three are the outcome demonstrations that build the audience before your launch. Four is the launch video. Five to eight answer the objections buyers raise. Nine and ten are the experiments and full guides for month two.

1

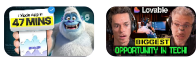
I built [your product's outcome] in [time] with no code (and I am not a developer)

OPEN WITH

You are about to watch a non-developer build a working [thing] in under an hour. Nothing is sped up except the boring parts, and the finished result is live at the end.

FORMAT Real-time demonstration with a visible timer

LENGTH **12 to 20 min**



MODELLED ON

I Built a Full App in 47 Minutes Using AI (No Code, No Devs) did 25.8x on 1,560 subscribers.

[Find more outliers like this on OutlierKit](#)

2

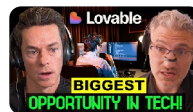
How anyone can [outcome] with AI, even with zero experience

OPEN WITH

If you can write an email, you can do this. I will prove it by doing the whole thing with someone who has never opened the tool.

FORMAT Guest walkthrough, beginner on screen

LENGTH **15 to 22 min**



MODELLED ON

How Anyone Can Build a Million Dollar App With AI! did 17.1x on 901 subscribers.

[Find more outliers like this on OutlierKit](#)

3

I copied a famous [product] in 60 minutes with AI

OPEN WITH

Everyone knows this app. I rebuilt its core feature in an hour, and the interesting part is what I could not copy.

FORMAT

Timed challenge with a verdict

LENGTH

15 to 20 min



MODELLED ON

I Copied a \$100 Million App in 60 Minutes Using AI did 39.9x on 1,220 subscribers.

[Find more outliers like this on OutlierKit](#)

4

[Product] is live: watch it do [outcome] from start to finish (launch)

OPEN WITH

Three videos ago I showed you the problem. Today the product is live, and here is the full result, first click to finished output, with the price at the end.

FORMAT

Launch demonstration, product-led

LENGTH

8 to 12 min



MODELLED ON

I Built an App With Claude Code (First Sale in 24 Hours) did 9.1x on 45K subscribers; the launch video sells when the outcome videos came first.

[Find more outliers like this on OutlierKit](#)

5

\$0 to \$100: the two-prompt way to sell your first [product type]

OPEN WITH

The first hundred dollars is the hardest and the most important. Here is the smallest possible version, two prompts and one listing, done live.

FORMAT

Screen recording, two prompts, one sale attempt

LENGTH

7 to 10 min



MODELLED ON

\$0 to \$100: Use These 2 AI Prompts to Launch Your First Digital Product did 20x on 12K subscribers.

[Find more outliers like this on OutlierKit](#)

6

How to build and sell [product type] on [platform] with AI (beginners)

OPEN WITH

Building is half of it. This is the other half: listing, pricing and the first three buyers, on the platform beginners actually use.

FORMAT

Step-by-step platform walkthrough

LENGTH

14 to 20 min



MODELLED ON

How To Make Money Selling Digital Products On Gumroad Using AI did 25.4x on 91K subscribers.

[Find more outliers like this on OutlierKit](#)

7

I tried selling [product type] for 30 days (\$0 to \$[result])

OPEN WITH

Thirty days, one product, every number shown. This is what actually happened, including the two weeks where nothing sold.

FORMAT

Experiment log with a running total

LENGTH

15 to 20 min



MODELLED ON

I Tried Selling Digital Products (\$0-\$1,000) did 53x on 91K subscribers; the honest range is the hook.

[Find more outliers like this on OutlierKit](#)

8

Exactly how much I made from one [product] made with AI

OPEN WITH

One product, one AI tool, one exact number. I will show the dashboard, the costs and what I would change.

FORMAT

Revenue reveal with dashboard on screen

LENGTH

10 to 14 min



MODELLED ON

I Made Rs 1,08,289 Selling an eBook Made With Claude AI did 13.9x on a million-subscriber channel; exact money is proof.

[Find more outliers like this on OutlierKit](#)

9

How I built and sold another [product] solo, step by step

OPEN WITH

The word another matters: this is the second time, which means it is a process, not luck. Here is every step, in order.

FORMAT

Repeatable process walkthrough

LENGTH

10 to 14 min



MODELLED ON

How I Built & Sold Another AI App SOLO did 11.6x on 64K subscribers.

[Find more outliers like this on OutlierKit](#)

10

Full course: build and sell [product type] with AI, start to finish

OPEN WITH

This is everything from the previous nine videos in one place, in order, with nothing left out. Bookmark it and work through it in a weekend.

FORMAT

Long-form definitive course with chapters

LENGTH

60 to 120 min



MODELLED ON

FULL COURSE: How to Build & Sell Digital Products With AI did 11.4x on 82K subscribers; completion promises earn the longest watch time.

[Find more outliers like this on OutlierKit](#)

How to sequence this

Publish ideas one to three in the two weeks before launch, one every four or five days; they build the audience that wants the outcome. Publish four on launch day. Five to eight go out over the following two weeks, each answering one objection (price, effort, platform, proof). Nine and ten are month two, when there is an audience to send to a long guide. Every video carries one product link in the description and the first comment, and a 45-second Short of the finished result with the long video pinned.

KEEP GOING

What to do next

Get this report for your own channel

This report is built for digital product creators as a group. The channel version starts from your own uploads: your median views, the videos that beat it, and ten ideas that reuse footage and knowledge you already have. OutlierKit runs the same outlier search for any channel or niche, any time, and the free trial includes enough credits to do it.

[Open OutlierKit](#)[Start the free trial, no card needed](#)

Live channel analyses worth studying

Four public channel breakdowns on outlierkit.com that digital product creators learn from: every upload ranked against the channel's own median, the titles that broke out, and the estimated revenue. They update as the channels post.

Ali Abdaal

Productivity & education **6.6M subs** · **381.3K avg views**

Matthew Berman

AI news & tutorials **621.0K subs** · **81.4K avg views**

Programming with Mosh

Software Engineering Education **5.1M subs** · **1.1M avg views**

Kevin Stratvert

Software tutorials **4.3M subs** · **519.6K avg views**

Ask Claude for the next ten

Paste this into Claude with the [OutlierKit MCP connector](#) attached (outliers_search, videos_transcript, videos_get).

I sell [digital product, e.g. a no-code client portal template] that helps [buyer, e.g. freelance designers] achieve [outcome, e.g. onboard clients without building a portal]. Use OutlierKit to find videos from the last 60 days about [outcome] with an outlier score above 5. For the top 5, pull the transcript and tell me what the first 30 seconds promise. Then write 6 video ideas for my launch, each with a title in the I-built-it pattern (outcome, time limit, no expertise needed), the hook line for the first 15 seconds, and the format.

How to read the numbers. Every “x” is that video’s views divided by its own channel’s typical views, so a 10x video did ten times better than that channel normally does. Small channels are included on purpose: they show which topics pull viewers who have never heard of the creator.

Built with the OutlierKit outlier index. Run your own niche scan any time at outlierkit.com. Questions: hello@outlierkit.com.