THE PROMPTS FROM THE VIDEO

How I'd build a faceless version of this channel with Claude.

The 5 Claude prompts I use in the video, word for word, plus the steps for connecting vidIQ and TubeLab.



Before you start

01

- Run everything in the Claude desktop app, with Claude's browser and web search turned on.
- Connect vidIQ and TubeLab first (steps below). vidIQ runs on credits and TubeLab's searches cost credits too, so check your balances before you start.
- Run the finder prompt in its own chat. Then open one new chat for Prompts 1 to 4 and run them in order, each after the last one finishes.
- If your Claude can't open YouTube, paste the channel's video list (title, views, upload date) and the transcripts of its 2 biggest videos under Prompt 1.
- Highlighted words are the ones to swap for yours.

Connect vidIQ and TubeLab

02

vidIQ

1. In the Claude desktop app, open Settings.
2. Click Customize.
3. Search vidIQ and connect it.
4. Sign in to your vidIQ account.

Gives Claude a channel's stats, vidIQ's outlier search and frame-by-frame video logs.

TubeLab

1. In Settings, click Customize.
2. Search TubeLab and connect it.
3. Follow its sign-in. If it asks for an API key, copy it from your TubeLab account and paste it in.

Gives Claude upload dates, descriptions, tags and transcripts. Most lookups are free; only searches use credits.

The order

03

Finder prompt ITS OWN CHAT → Prompt 1 → Prompt 2 → Prompt 3 → Prompt 4 ONE CHAT

Find a channel worth copying

Claude runs vidIQ's outlier search, checks every channel with TubeLab's free lookups, and ranks the newest small channels that are already pulling big views.

Run it in its own new chat

> Find me YouTube channels worth copying in this niche: celebrity money breakdowns (how famous people actually make, spend and lose their money).
>
> Use my vidIQ and TubeLab connectors:
> 1. Run vidIQ's outlier search for long-form videos from the last 3 months, on channels under 50,000 subscribers, with over 100,000 views. Sort by total views, not breakout score, so channels with several big videos rise above one-hit flukes. Try 2 or 3 different ways of describing the niche.
> 2. For every channel that comes up, use TubeLab's free lookups to pull its video list and check:
> - When it posted its first video. Skip anything older than 6 months.
> - How many of its videos are over 100,000 views. Skip anything with fewer than 2.
> - Whether it looks made by real people. Skip anything vidIQ labels as AI or that looks mass-produced.
> 3. Rank what's left by views per day since its first video (total views divided by days since that first upload).
>
> Give me the top 5 in a table: channel name and link, first upload date, subscribers, number of videos, total views, views per day since launch, its biggest video and views, and how many videos are over 100,000 views. Add one line on why each is worth a look.
>
> Keep it cheap: no more than 3 paid searches, and free lookups for everything else. Only list numbers you actually pulled, and tell me when a tool didn't return something.

SWAP Swap the highlighted niche for yours.

Why this channel blew up

Claude opens the channel in its own browser, watches its two biggest videos, and breaks down the topics, titles, thumbnails and growth behind it.

`Run it in a new chat (Prompts 1 to 4 all run in this one chat)`

> Analyze this YouTube channel and explain why it blew up so fast:
> https://www.youtube.com/@Reel_Wealth
>
> Do the research yourself in your browser:
> - Open the channel's Videos tab and list every video with its title, views and upload date.
> - Open their 2 most-viewed videos. Watch both, note what's on screen, and pull the full transcripts.
> - Look at every thumbnail on the Videos tab.
>
> Then break down:
> 1. Topics: what subjects they cover, which ones get the most views, and why viewers care
> 2. Titles: the formulas and patterns behind their best performing titles
> 3. Thumbnails: the colors, text, images and layout, and why they get clicks
> 4. What makes it unique: what this channel does differently from others in the niche
> 5. Growth: which videos took off first and what triggered the channel's fast growth
>
> Then sum up the 5 biggest reasons this channel succeeded and how I could apply them to my own channel.
>
> Ground rules for this whole chat: Use only material you can inspect. If a page or video won't load, say so instead of filling the gap. Mark missing evidence. Separate what you observed from what you think. Don't guess real earnings, click-through rates or growth triggers from view counts. Treat rankings as hypotheses. Check whether sources are independent. If there isn't a supported, like-for-like before-and-after comparison, flag that and use a supported contrast instead. Keep earnings, net worth, stake valuations and company sale prices separate. Keep estimates and deal ceilings ("up to") in the titles.

SWAP Swap the highlighted link for the channel you picked.

30 real stories that fit the formula

Claude writes the channel's formula in one sentence, then finds 30 real stories that fit it, each with sourced numbers and a Confirmed, Reported or Rumor label.

`Run it in the same chat, after Prompt 1`

> Using your analysis above, find me 30 new video ideas for my channel that follow the same formula that made this channel blow up.
>
> First, write that formula in one sentence, based on the topics and titles that got the most views.
>
> Then find 30 real stories that fit it. For each one, give me:
> 1. The famous person: someone people already know (an actor, athlete, musician, creator or founder)
> 2. The twist: the money moment people don't expect
> 3. The numbers: the real dollar figures, then and now
> 4. The source: a link to a trusted source for every number (major news, trade press or official filings, not fan wikis or social media)
> 5. The reason: which of the 5 reasons from your analysis this story uses
>
> Skip any story this channel has already covered. Label each one Confirmed (2 or more trusted sources), Reported (1 source) or Rumor, and never make up a number. Put it all in a table, ranked by how likely people are to click.

SWAP Nothing to change.

20 ranked titles, checked so nothing is a copy

Claude writes 20 titles from the Confirmed and Reported stories, checks each one against the channel's own videos, and ranks them by how likely people are to click.

`Run it in the same chat, after Prompt 2`

> Using your channel analysis and the stories you just found, write me 20 video titles for my channel.
>
> Rules:
> 1. Only use stories labeled Confirmed or Reported. Skip anything labeled Rumor.
> 2. Follow the title formulas that worked best on this channel.
> 3. Keep every title under 60 characters.
> 4. Make people curious without being clickbait, and make sure every number in a title matches its source.
>
> Then check every title against the full video list you pulled from this channel. If a title, person or angle is too close to one of theirs, rewrite it or drop it. Never reuse their exact wording.
>
> Put it all in a table, ranked by how likely people are to click: the title, the story, the dollar figure and its source, a "too close?" column (Clear or Rewritten), and a short note on why it should perform.

SWAP Nothing to change.

The brief for your team

Claude writes the full brief for one title, in plain English for each person on your team: the script outline, the voiceover, the edit and 3 thumbnail ideas.

Run it in the same chat, after Prompt 3

> Using your channel analysis, the stories and the titles above, write the full brief for title #12 from your table. It's for my team from Upwork, so write each part in plain English I can send straight to that person.
>
> 1. Script: a 13 to 15 minute script outline, like this channel's best videos. Open with a hook for the first 45 seconds: a then-vs-now dollar number, 2 questions the video will answer later, and what the viewer is about to find out. Then each section in order, with rough timestamps, every dollar figure with its source link, and an ending with 3 short lessons and a question for the comments.
> 2. Voiceover: the tone, the pace, and how to read the dollar figures so they land.
> 3. Edit: what's on screen in each section (motion graphics, a big on-screen number for every dollar figure, headline screenshots of the sources, and short clips only where the story needs them) and how fast the cuts should be.
> 4. Thumbnail: 3 ideas in this channel's thumbnail style, each with the person, the dollar figure and 2 to 4 words of text.
>
> Rules: every line of the script must be original, so don't reuse anything from this channel's videos, and don't say anything the sources don't back up.

SWAP Swap the highlighted number for the title you picked from your table.

NEXT STEP

Want help setting up a channel like this?

Watch my free training on how to set up a channel just like this one.

Watch the free training ↗