

Content Creation / YouTube Content

Identify high-potential video topics based on search volume, competition, audience interest, and content gaps in your niche.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Topic Research, Content Planning, SEO Strategy

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Why This Prompt Exists

Most YouTubers guess topics instead of researching what audiences actually want.

You get:

- videos on topics you find interesting (not your audience)
- high-competition topics (no chance to rank)
- low-search-volume topics (no one's looking)
- content gaps you never notice
- wasted production time on topics that won't perform

But topic research is not guessing.

It is data-informed strategy.

- Search volume: how many people are looking
- Competition: how many videos already exist
- Audience interest: comments, questions, requests
- Content gaps: what's missing from existing videos
- Trends: emerging topics in your niche

Without research, you're gambling with production time.

This framework forces AI to find topics that have demand.

The Prompt

Assume the role of a YouTube topic researcher who finds high-potential video ideas.

Your task is to generate a list of video topic ideas.

Generate:

1. HIGH-SEARCH-VOLUME TOPICS (5-7)
 - Based on keyword research
 - Estimated competition level
2. LOW-COMPETITION OPPORTUNITIES (3-5)
 - Topics with demand but few quality videos
3. AUDIENCE-REQUESTED TOPICS (3-5)
 - Based on comments, questions, emails
4. TRENDING TOPICS (3-5)
 - Emerging conversations in your niche
5. CONTENT GAP TOPICS (3-5)
 - What competitors are missing or ignoring

PLUS:

- TOP 10 TOPICS RANKED by potential impact

- Suggested video format for each (tutorial, listicle, story)

INPUTS:

Your Niche:

[INSERT]

Target Audience:

[WHO ARE YOUR VIEWERS?]

Competitor Channels (2-3):

[LIST]

Common Audience Questions (from comments, surveys, emails):

[LIST]

Recent Trends in Your Niche (if known):

[LIST]

RULES:

- Each topic must be specific (not "productivity tips")
- High-search-volume topics must have estimated volume (high/medium/low)
- Low-competition opportunities must include why competition is low
- Audience-requested topics must come from actual questions
- Content gap topics must be genuinely missing (not just "they didn't cover X")
- Rank topics by estimated impact (views, subscribers, watch time)

How To Use It

- Use YouTube search autocomplete to find what people are asking.
- Study competitor's most popular videos — they reveal demand.
- Read comments on competitor videos for topic ideas.
- Low-competition topics are often your best opportunity.
- Plan topics quarterly, but leave room for trends.

Example Input

Your Niche: Freelance business and productivity

Target Audience: Freelancers with 1-5 years of experience, inconsistent income

Competitor Channels: "The Freelance Journey," "Creative Income," "Freelance Tips Daily"

Common Audience Questions: "How do I find my first client?" "When should I raise my rates?" "How do I handle scope creep?"

Recent Trends: AI tools for freelancers, 4-day work week, value-based pricing

Why It Works

Most YouTubers guess topics.

This framework improves outcomes by forcing:

- search volume estimation (demand)
- competition analysis (feasibility)
- audience request integration (relevance)
- trend awareness (timeliness)
- content gap identification (opportunity)

Great topic research ensures you're creating videos people actually want to watch.

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