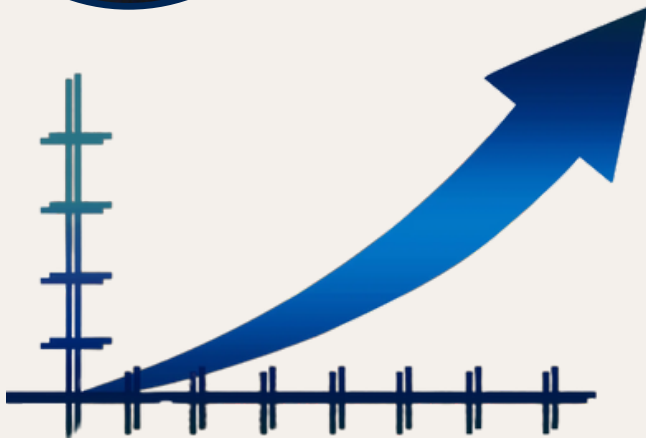


500+ Subscribers In 60 Days

**A *YOUTUBE CASE STUDY* FOR
NEW VIDEO CREATORS**



Preface



In this case study, we look at a YouTube channel called Mr. Wizard's Workshop For Entrepreneurs (youtube.com/@mr.wizardsworkshop). This channel is run by Steven Hyatt, who is a productivity expert and business coach.

The chart above is a screenshot from Steven's YouTube growth. As you can see, in the last 60 days or so, his channel got a *big* number of new subscribers very quickly.

- He reached 500+ subscribers in less than 60 days,
- And received thousands of views on his videos.

What happened 60 days ago?

Why all of a sudden did his channel get so many viewers and subscribers?

In April 2023, I sat down with Steven in a Zoom call to ask him about his YouTube strategy (you can watch the replay [here](#)).

Based on what he shared with me, I wrote this case study.

Let's dive in!

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CHAPTER 1

Who Is Steven Hyatt?

Today, Steven is a business coach and a YouTube content creator. But who was Steven before that?

Steven Hyatt had mastered the skills of accountability/productivity coaching, technology strategy planning, project management, and developing and implementing software solutions and systems while supporting the success of many large organizations.



Based on his extensive background from being in the IT industry for almost 20 years, he had witnessed firsthand the numerous challenges that come with managing projects. Despite the complexity of these challenges, he is confident that there are specific Project Management principles, processes, skills, and techniques that can be taught, learned, and applied to overcome them.

As a coach for entrepreneurs, his primary focus is to:

- Help his clients enhance their productivity;
- Overcome procrastination;
- Effectively manage their work, time, and energy;
- And ultimately achieve their goals.

Check out his YouTube channel here: [Mr. Wizards Workshop for Entrepreneurs](https://www.youtube.com/@mr.wizardsworkshop) (youtube.com/@mr.wizardsworkshop).

-Steven Hyatt

CHAPTER 2

Steven's Start On YouTube



The Downside of Self-Employment: Steven's Perspective on Procrastination

According to research, 15% to 20% of adults chronically struggle with procrastination, and approximately 25% consider it a defining personality trait.

By procrastinating, you might lose:

- Time;
- Self-confidence;
- Reputation;
- Business;
- And even your health.

Procrastination is a huge problem for the vast majority of new YouTubers.

Which is why Steven warns about it and brought attention to it during our conversation on Zoom (replay here).

CHAPTER 2

The Accountability Wizard

Steven retired from his IT position around two years ago and is now a business coach for solopreneurs and business owners who have trouble with procrastination, energy management, and time management.

About nine to ten months ago, he launched a YouTube channel named "Mr. Wizard's Workshop For Entrepreneurs" (youtube.com/@mr.wizardsworkshop) to share his knowledge with others, advertise his coaching practice, and provide training and education.

The channel's mission is to assist his audience in overcoming procrastination and boosting productivity. It also touches on the importance of self-care and other things that also contribute to being more effective.

However, Steven said that he did not have a smooth beginning as he also experienced some struggles such as:

1. Feeling self-conscious when recording;
2. Worrying about being perfect;
3. Having fewer subscribers



THE ACCOUNTABILITY WIZARD

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CHAPTER 3

Steven's Road to 500+ Subscribers

Despite creating high-quality content, Steven found it difficult to gain subscribers to his YouTube channel. For the first four or five months, Steven's channel saw minimal growth, with only 50 subscribers.

This was disheartening considering the effort he put into creating each video. However, he did not let this discourage him from continuing to produce content.



But eventually, Steven's channel started gaining traction (charts on later pages).

According to Steven, there were several strategies and tactics that finally made a difference for his channel, and allowed him to grow his audience.

CHAPTER 3

1. Hook the audience

Steven's employment of a strong hook was one of his most crucial strategies. This was essential to drawing and holding his audience's attention. He was successful in keeping his audience interested and returning for more by using eye-catching thumbnails and making interesting introductions. Steven got better at his hooks by saying the most interesting part of his video at the very beginning.



2. Consistency is the key

The second strategy that Steven employed was consistency. He made sure to upload 1 YouTube video and 1 to 2 Shorts minimum each week and gradually improved his content with time. This consistency helped him build a loyal audience who could rely on him for regular content.

3. Embrace YouTube Shorts

The third tactic that he used was creating YouTube Shorts. These short-form videos have become increasingly popular on the platform, with the potential to reach a large audience in a short amount of time. Steven was able to leverage this trend and create content that resonated with his audience. He uploaded at least 2 Shorts per week and in his best weeks, he created 5-6 Shorts.

4. Continuous improvement

Another significant factor in the YouTuber's success was his commitment to continuous improvement. He focused on improving his recording, screen presence, comfort level in front of the camera, and editing skills. He started planning his videos. He also studied basic video editing skills to add soft titles, images, stickers, and sound effects to make his videos more appealing and interesting.

CHAPTER 3

5. Invest in equipment

Steven considers that lighting and sounds are really important technical aspects in creating videos. He always made sure that he has good lighting and sound to make his videos as engaging as possible. He also got one of the best web cameras and a pretty high-end phone where he records his shorts.

6. Choose relevant topics

Steven comes up with ideas for his videos from various sources, mainly coming as a question from one of his coaching sessions with his clients. From there, he will start his research. He also mentioned that he keeps a running list of potential video topics and adds to it whenever a new idea comes to mind.



He plans his week thoroughly in advance, blocking out dedicated time for content development in 2x 90-minute blocks. At the beginning of each week, he chooses specific tasks to work on, such as scripting, recording, and editing a new YouTube video.

He believes that if you really are interested in your topic or if it's something you have deep knowledge about, it's not really that hard to come up with meaningful or candidate-meaningful topics.

CHAPTER 3



- In November 2022, Steven's videos were averaging around 685 views, with fluctuations up and down.
- But from February to March 2023, his views skyrocketed, reaching an impressive 23,127 views at their peak.



- Steven started with only two subscribers in November 2022, but his audience gradually grew.
- From February to March 2023, he experienced a massive surge in subscribers, from 50 it went up to 500+ subscribers.

Steven's conclusion is clear: The sudden surge in subscribers is a direct result of his strategies listed above.

CHAPTER 4

Steven's Tips For Other YouTubers



He also added that once he had a few Shorts with organic engagement and likes, he would boost them using Google Ads. However, he reminded that it is important to have Shorts with high quality and interest before investing money in boosting them. Creating YouTube Shorts and consistently posting them to gain more impressions and engagement plays a vital role in his success.

This strategy would lead to more subscribers, a growing email list, a growing business, and even to discovery calls with potential clients.

YouTube Shorts and Google Ads

Asked if he could go back in time right now, what would he tell to himself, Steven responded that he would focus on creating a lot of Shorts. He also noted that he regretted not realizing sooner that YouTube actively promotes Shorts and rewards consistency. He explained that by consistently creating Shorts, he was able to get a lot of impressions and a decent conversion rate of around 4.5 from impressions to views.



CHAPTER 5

Case Study Conclusion

Steven's Journey:

- Started 9 months ago
- No traction for 6 months
- Finally made progress and then grew from 50 to 500+ subscribers in less than 60 days

How did Steven do it?

- Studied the art of creating strong hooks to draw people into his videos from the very first second
- Learned basic video editing to cut out dead space, add captions, images, and sound effects
- Invested in crisp audio quality and good lighting
- Focused on creating YouTube shorts instead of only uploading normal videos
- The more shorts he uploaded, the more he grew
- Invested in ads to boost his highest-quality shorts

Check out Steven's YouTube channel here: [Mr. Wizard's Workshop For Entrepreneurs](https://www.youtube.com/@mr.wizardsworkshop) (youtube.com/@mr.wizardsworkshop)

Steven is a productivity coach, which is why he calls himself the Accountability Wizard. His number one strategy to boost his clients' productivity is *time blocking*.

Download Steven's FREE Quick-Start Guide to Time Blocking [here](https://theaccountabilitywizard.com/timeblock) (https://theaccountabilitywizard.com/timeblock).

About The Author

I'm Morris Grand, the founder of creategrowprofit.com and I help coaches, consultants, and service providers find clients *online*.

My clients often need help with their

- Content
- Landing pages
- Sales funnels
- Email marketing
- I even help with perfecting their sales skills (like selling over the phone or on Zoom).



I also lead & facilitate a mastermind for video creators. Steven's also part of our mastermind and you can see a clear improvement in his progress and results shortly after he joined us.

- **If you want to get clients *online***
- **But are not sure how to create your own videos**

Then book a call with me (it's FREE but slots are very limited). I'll answer as many of your questions as we can squeeze into one session.

Morris

[Click Here To Book A Call](#)

Links & Resources

Morris:

- Video Mastermind: <http://creategrowprofit.com/video-group>
- YouTube Channel: <https://www.youtube.com/@creategrowprofit>
- FREE Guide - Get Your First Client Online: <https://creategrowprofit.com/first-client-pdf/>

Steven:

- YouTube Channel: <https://www.youtube.com/@mr.wizardsworkshop>
- Website: <https://theaccountabilitywizard.com/>
- FREE Quick-Start Guide To Time Blocking: <https://theaccountabilitywizard.com/timeblock>

Click Here To Book A Call



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