



Creator
Case Study

How The Reel Rejects Made More Money with Less Videos



About the Client

The Reel Rejects is a YouTube channel with over a million subscribers. Their content is primarily reactions to TV episodes, trailers and movies, especially in the superhero genre. They also have a Patreon and merch.



Creator Case Study



When I first met with the Creator, he seemed pretty burnt out. He was still doing most of the content creation work himself, and he wasn't getting much sleep.

He also didn't have time to do the things he cared about most, like working on writing projects.

The Promise

On our first call, I told the Creator, "It doesn't have to be this way."

The first thing I did was start taking work off his plate.



Basic bookkeeping and monthly financial reviews, tracking and invoicing for brand deals.



Tasks related to his team, like sending contracts and creating job postings.



Setting a weekly schedule for content creation and video releases.

There was a relief from offloading the admin work immediately, but the real changes happened over the course of the first few months. The combination of the weekly schedule creation and the monthly financial reviews revealed the the Creator wasn't investing his time in the right places. I encouraged him to post slightly less content (he was uploading about 10 times a week).

This meant that the average views per video went up, because the worst performing videos weren't getting made. We put that extra time into more thoughtful branded segments. The result was a significant increase in brand renewals and rate.

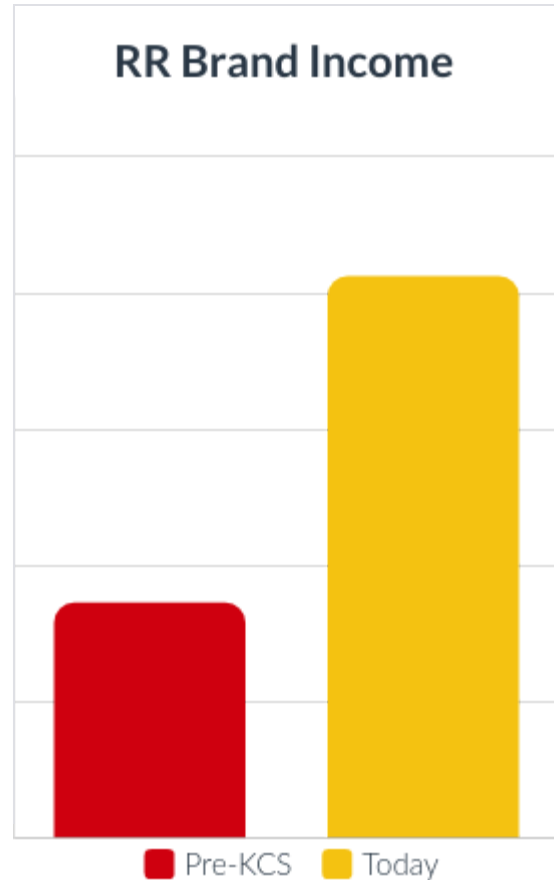


The Results

240% increase
in Total Brand Sales

5% decrease
in Videos Uploaded

Plus a renewed focus on business growth and yes, time to write again :)



But don't take my word for it! See what the Creator has to say...

"...deciding to work with Holiday has been one of the most rewarding decisions of my career."

Creator's full
testimonial on
next page.





Creator Case Study



"Before I began my collaboration with Holiday, I sought advice from a trusted colleague regarding my YouTube career trajectory. When asked about his experiences with her, he unequivocally urged me to seize any opportunity to work with her. Now, reflecting on the past few months, I can confidently say I have no regrets.

Holiday has been a phenomenal asset in helping to manage certain elements behind-the-scenes with Reel Rejects. While it's true that each YouTube channel has its own unique approach to success, there's a common pitfall that many YouTubers, including myself, tend to stumble upon. We commence our journey from scratch and when it blossoms into a source of income, we find ourselves trapped in a relentless cycle of 12-15 hour workdays, seven days a week. As exhilarating as it is to earn a living this way, any modicum of expansion often leads to working harder rather than working smarter.

Holiday's influence has been invaluable in navigating this complex landscape. Yes, she adeptly manages tasks that may appear trivial on paper, but we all know that what's easy to do is often equally easy to overlook. Her emphasis on organization has been game-changing. However, her true value lies in her ability to truly comprehend my aspirations. She spent considerable time understanding my goals for the channel and my personal life. Often, **she challenged me to make decisions that pushed me beyond my comfort zone, but her pragmatic approach always illuminated potential rewards.** Even in worst-case scenarios, she demonstrated the minimal risks involved.

Holiday's contributions to the gradual yet consistent growth of the channel are immeasurable. Her meticulous analysis of seemingly minor details has led to significant alterations in our work flow. **The cumulative effect of these incremental changes has been startling: we now produce fewer videos but earn similar (sometimes higher) revenue, the work has become more fulfilling, and I've had the chance to chase other dreams beyond this platform.**

In retrospect, deciding to work with Holiday has been one of the most rewarding decisions of my career. Her blend of professional acumen and personal insight has transformed not just the way I work, but also the way I envision my future. Undeniably, she is an indispensable asset and I look forward to our continued collaboration."

Your Turn

For more information on how KCS can help you save time and make more money, please reach out! Consults are always free.



310-926-2403



holiday@kinardcreatorservices.com