

## Tasvir Mirza YouTube Channel Audit

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Channel link: <https://www.youtube.com/@tasvirmirza>

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### 1. Introduction

Tasvir Mirza has a strong foundation in one of the best-performing YouTube niches in the US: financial advice, investing, and wealth-building content. The channel has built a solid base of videos and has shown that it can gain traction, but growth has not been consistent.

### 2. Channel Snapshot (Current State)

Based on the channel and SocialBlade data shared:

- Subscribers: **506**
- Total views: **90,386**
- Total videos: **125**
- Channel created: **October 18, 2022**
- SocialBlade grade: **C-**

Recent performance summary:

Last 14 days

- Subscriber change: **1**
- Views gained: **+66**
- Uploads: **0**

Last 30 days

- Subscriber change: **1**
- Views gained: **+132**
- Uploads: **0**

### Key takeaway

The channel still receives a small amount of views, meaning it has baseline discoverability. But consistent growth requires consistent activity and a performance system that improves clicks, retention, and conversion.

### **3. Branding & First Impression Audit**

For finance channels, first impression matters more than almost any other niche because trust is everything. If the channel does not instantly look credible, people hesitate to subscribe.

#### **Issues found**

1. The banner does not clearly communicate the channel promise

It does not instantly answer: “What will I learn here and why should I subscribe?”

2. The profile picture does not feel optimized for a finance creator brand

It lacks the “high-trust” visual style that finance audiences expect in the US.

#### **Fix**

We recommend upgrading branding with a simple clear message:

Banner text suggestion:

“US Finance + Investing Made Simple”

“New Videos Weekly”

Profile photo suggestion:

- brighter lighting
- closer crop
- clean background
- professional but approachable look

### **4. About Section Audit (Subscriber Conversion Issue)**

The About section should support subscriber conversion, especially when viewers visit after watching Shorts or a single video.

### **Issues found**

- The About section starts with a raw link, which looks unprofessional
- The main message is too short and not detailed enough
- It does not clearly explain what subscribers will get consistently
- It lacks a strong value promise

### **About Section Example**

Helping beginners and intermediate viewers in the US build wealth through simple investing, personal finance, and real-world money strategies.

On this channel you'll learn:

- Investing basics (stocks, ETFs, long-term strategy)
- Money habits that actually work
- Market and economic updates explained clearly
- Practical steps to grow income and save smarter

New videos every week. Subscribe and build your financial future one step at a time.

### **Links:**

[YouTube](#) | [Instagram](#) | [TikTok](#) | [Facebook](#) | [X](#) | [Website](#)

## **5. Editing Recommendation for Finance Content**

For money and finance topics, editing should be subtle, premium, and trust-building, not fast and flashy.

The goal is to guide the viewer's eyes smoothly from one frame to another using clean transitions, supportive B-roll, and simple on-screen key points.

Fast flashy edits can reduce trust and make the content harder to watch, even when the information is good.

## **6. Most Recent Video Breakdown**

<https://www.youtube.com/watch?v=B0U4BTG3GII>

Topic: Costco business strategy

#### **Issues found**

1. Thumbnail does not clearly explain what the video is about

The idea is strong but the message is not instantly clear.

2. Intro is heavily edited

Too much is happening too quickly, which can reduce retention.

3. Storytelling edit needs improvement

The information is strong, but the pacing and flow could be structured more clearly.

4. Car scene audio issue

The audio quality drops noticeably during the car section, which reduces professionalism and can cause viewers to click off.

#### **Fix**

- Replace flashy intro with a clean hook and fast promise
- Improve audio consistency across the full video
- Use clear step-by-step storytelling structure
- Use subtle editing style that supports the message

## **7. Oldest Video Breakdown**

<https://www.youtube.com/watch?v=nP3MJPyUrNU>

Topic: Real estate investing

#### **Issues found**

- Thumbnail feels outdated compared to modern finance YouTube standards
- Editing is average and could be more engaging
- Audio is good, which is a strong base to build on

#### **Fix**

- Modernize thumbnail design and text

- Add a clear “step-by-step” structure inside the video
- Improve pacing and use more supporting visual

## **8. Shorts Audit (Hook Problem at the Start)**

Shorts are one of the fastest ways to grow subscribers, but the hook needs to hit immediately.

### **Issues found**

- Shorts often start too slow
- Hooks are not strong within the first 2 seconds
- Some Shorts feel like clips instead of complete mini-stories
- This increases swipe-away and reduces distribution

### **Fix (Shorts Hook Formula)**

0:00–0:01 Pattern interrupt

0:01–0:03 Bold claim

0:03–0:08 Proof

0:08–0:15 Takeaway

0:15–0:20 Follow trigger

### **Hook examples**

- “Stop saving money like this...”
- “If you have \$1,000, do this first...”
- “Most people misunderstand this money rule...”

## **9. Competitor Comparison (What Works Better)**

[https://www.youtube.com/watch?v=\\_yhQg5gFTtQ](https://www.youtube.com/watch?v=_yhQg5gFTtQ)

What this creator does better:

- Hook is strong and immediate
- Editing is subtle but still interesting

- Storytelling is easy to follow
- Pacing stays smooth from start to finish
- Information is delivered clearly without overwhelming the viewer

## 10. Cross-Platform Presence Audit

Instagram

TikTok

X (Twitter)

Facebook

Short-form content is not being used across platforms, which limits growth and traffic.

### Issues found

- Instagram has posts but is inactive
- TikTok has 0 posts and no bio
- X has 0 posts
- Facebook has posts but currently inactive

Not being active across platforms reduces discovery and removes an easy traffic source back to YouTube. Posting consistent short-form content across multiple platforms helps creators reach more people and bring new viewers into their YouTube channel.

### Fix

Every YouTube Short should also be posted as:

- Instagram Reel
- TikTok

- Facebook Reel
- X short clip + finance caption

## **11. Conclusion**

Tasvir Mirza has valuable information, strong niche potential, and a category that performs extremely well in the US market. The channel's growth has been slowed by gaps in branding, marketing, Shorts hooks, retention editing, audio consistency, and cross-platf