

# The Follower.co Guide To Success With Fan Platforms



# Introduction

So, you've decided you're going to make a real go of growing your own fan platform. Now's the perfect time, after all – these sites are exploding in popularity, and you can take full ownership of your own career.

It's a tough world though, because in order to get noticed and to build a truly successful platform, you need to do the work. There are so many people out there who want an easy ride – take a few photos, post them whenever, the money will come rolling in, right?

But that's not you.

You've already picked up this guide. You want to do it right. You're willing to put in the effort, because you know that success doesn't come to the lazy.

And with this guide by your side, you're going to absolutely nail it.

Treat this as your bible. It tells you everything you need to know about making it big on OnlyFans or any fan-based subscription platform.

- ▶ Need the absolute basics on where to start? Covered.
- ▶ Want to know top tips from the experts on photography and lighting? We've got you.
- ▶ How to get around social media rules and bans on mentioning certain websites? #AllOverIt

And that's just scratching the surface.

This guide is packed with information. Don't try to read it cover-to-cover, but take it one step at a time. We've broken everything down so it's digestible and easy to follow.

So, turn the page and get started. Work hard, follow our advice, and you'll get there.

# Contents

[Choosing Your Fan Platform](#)

[How To Sign Up](#)

[How To Write a Killer Bio](#)

[Photography Tips and Tricks](#)

[The Best Cameras for Content Creators](#)

[A Guide to Lighting](#)

[The Best Gear for The Best Shots](#)

[Setting The Scene – Choosing Your Backdrop](#)

[Photo And Video Editing Tips](#)

[Promoting Yourself on Social Media](#)

[Making Money – How Much Should You Charge?](#)

[Fan Platforms and Taxes](#)

[Mistakes To Avoid for Content Creators](#)

[Secret Tips to Unlocking More Followers](#)

[The Follower Promote Service](#)

[Final Thoughts](#)



## Choosing Your Fan Platform

Right, so let's start at the absolute very beginning. Before you can start taking photos, or planning how to spend all your earnings, or even working out how to sign up, you need to make one big decision.

Which website are you going to use?

We get it – OnlyFans is the biggest one by far, and there's a good chance you've picked up this guide thinking it's aimed just at starting your OnlyFans career.

If that's the case, then that's fine too. We aren't here to bait-and-switch you and suggest something else.

But what we ARE here for is to make sure you know about all the options available, so you can target the right one for you.



### OnlyFans

Undoubtedly the big kahuna of the subscription-site world, OnlyFans is huge right now. It has 50 million users and 450,000 creators signed up, so we're really talking massive numbers.

This is great because it means there are millions of potential people who could subscribe to your page. However, there's also a lot of competition. You need to work that much harder to find your niche.

OnlyFans is a great place to build a following, but don't assume it's the only option. And a lot of people are skeptical with OnlyFans after it tried to ban adult content in the past – so it might not be the perfect choice.

# fanvue

## Fanvue

Fanvue is a much newer website than OnlyFans, and its primary goal is to offer an improved user experience both for creators and for users. As such, it takes the OnlyFans formula, and then enhances it with a wealth of extra features.

It also makes it much easier for casual users to discover creators to follow.

If you're just getting started and you don't already have a substantial social media following, a platform like Fanvue is a great choice – you have the chance for your profile to be seen by a large number of people who are looking for content just like yours.

# LOYALFANS

## LoyalFans

LoyalFans is another platform that's similar to Fanvue – one that's trying to not just replicate OnlyFans, but do a better job by adding in more features and improving on the experience.

LoyalFans has a particular focus on enhancing the relationships you build with your fans. If that sounds interesting, and you want to know more about the engaging features that LoyalFans has to offer, it's worth checking them out.

With so many features, it might be a bit overwhelming for newbies, but take your time and you'll see the potential that it has to offer.

The logo for JustForFans is centered on a dark blue background with a red diagonal stripe at the bottom. The text "JUST FOR.FANS" is written in a white, bold, sans-serif font. "JUST" and "FANS" are in all caps, while "FOR." is in title case. The text is framed by two horizontal white lines, one above and one below.

## JustForFans

JustForFans shares a lot of similarities with OnlyFans, but it's a lot smaller. So, there are fewer people to target, but there's a lot less noise too – it's easier to make yourself into one of the more prominent profiles on the site.

It's a good place to get started, but you'll likely want to then jump to a larger platform once you've got a foothold with a small subscriber base.

One thing to note is that JFF is popular with a lot of gay males – so if this is your audience, then it's another reason to think about going down this route as your first port of call.

The logo for UNLOCKD is centered on a dark blue background with a red diagonal stripe at the bottom. The text "UNLOCKD" is written in a white, bold, sans-serif font. The letter "O" is replaced by a white padlock icon.

## Unlockd

Unlockd's another option that follows the OnlyFans profile, in that it's aimed more at adult creators and lets you charge what you want for access to your photos and videos.

Unlockd is smaller again than JustForFans, but it has a lot of great benefits if you want to use it as a stepping stone to bigger things. The fees are lower – you keep more of what you earn – and there's a lot of support for creators too, so you get a helping hand with setting up your page.

Honestly, Unlockd is great if you're not confident in what you're doing, or if you've got enough time on your hands to set up a profile on all three of the above sites. But with this guide, you've got everything you need to feel ready to target one of the bigger options. It's up to you though. your first port of call.



## Patreon

Patreon is really different to the three websites above, because it's not really aimed at adult content. People use Patreon for all kinds of things, with most accounts being social media influencers and vloggers selling bonus content.

If you're not targeting the adult market, then Patreon is fantastic, and we'd recommend you give it a go. It's also a lot easier to promote your Patreon on social media – which we'll cover when we get to the promotions guide.



## And that's not all...

There aren't just a handful of alternatives to OnlyFans – there's a long list of options, and new ones are sprouting up all the time!

Some are very similar to OnlyFans, while others try to separate themselves with a unique approach or extra features. There are also other services, such as Scrive Connect, which offer a more bespoke solution.

The best place to keep tabs on the top OnlyFans alternatives is our dedicated page. We have brief reviews of the top fan subscription pages, so you can see which one might be suited to you at-a-glance.

[Check out the OnlyFans alternatives here.](#)

## Time to choose!

Right, time for you to make your decision.

Focus on one site for now. It's great if you're feeling ambitious but you need to put a lot of work in to get a good reward, so don't stretch yourself too thin.

We can't tell you which one to go with – you need to make the call. But we'd recommend that, for adult content, Fanvue or LoyalFans is a great place to start. We're here to help you, so don't worry too much about the competition on these sites. With our help, you'll rise above it.



## How To Sign Up

Once you've chosen which platform you want to run with, you need to start by actually signing up.

Each site is different but essentially works the same, so we'll keep this section brief.

Head over to the site you want to join and look for the 'Sign Up' link. OnlyFans has a subtle text link on the lower right, Fanvue has a bold red button on the top-right – whichever site you pick, it won't take long to find it.

You'll then need to fill in your personal details. You'll be asked for bank details, and you may need to provide a scan of your ID to prove you're real. Bots are a nightmare on these sites and can cause all kinds of trouble for users.

The ID also helps you to prove your age, which is really important for these websites – they don't want to let underage people onto the site to post content that's illegal.

Once you've filled in your details, you'll be asked to accept the terms and conditions. Of course, you should read them – it's a contract you're entering into, after all. But the summarized version is just going to be the finer details of how much of a cut the website takes, and asking you to verify that you won't post any content that's illegal.

With that agreed, you're done – but there are a few things you'll want to prioritize before you start posting. You'll need a profile picture, potentially a cover photo, and a bio. We'll cover all those in the next sections.

You're on a roll now!



## How To Write a Killer Bio

Let's be absolutely clear here – no one is subscribing to your account or paying for your videos because your bio was the most riveting piece of prose ever written.

Great photos and videos will win you fans even if your bio is lazy, basic or outdated. A stunning bio won't get you far without the content to back it up.

However, a bio does play an important role.

- ▶ It can win you a few extra subscribers, if it's done well
- ▶ It's a great space to explain to new followers how active you are
- ▶ It sets expectations – so your subscribers will stay subscribed for longer

Let's go through each of these in a little more detail.



## Winning more subscribers

A bio lets you explain more about your page, but it's also where you can talk directly to new followers. Where video can't be used, a small bit of copy can tease and tantalize, and convince someone you're worth a small subscription fee.

Most creators are quite lazy with their bio, using a throwaway line, so use this to your advantage – make yours stand out, and show off your personality



## Explaining your activity

So many 'creators' set up their page with the best intentions but then abandon it quickly. If you're a new starter, someone might see that you've not posted much, and start to assume that you're not an account worth following.

At the same time, if you only intend to post once a week, you might get subscribers who are hoping for more frequent posts, who then cancel their subscription when they think you've ditched the site.

Use your bio to explain when you'll be posting new content – this keeps you engaged, and it helps your fans to understand what they're signing up for. They won't then feel let down if you aren't a frequent poster.



## Setting expectations

Use your bio to explain what you will be posting but also what you're not comfortable with. Whichever platform you choose, you need to set boundaries with your subscribers or fans.

If you want an inbox full of dick pics then great, but it's not for everyone, so feel free to explain that – but put a positive spin. Don't sound bossy, but write it in a way that focuses more on what you do want from your fans, and how they can engage with you.

Ultimately, the more you're willing to share and the more you're willing to talk with your fans, the higher your fanbase will grow. But be realistic and fair to yourself.



## Spelling, punctuation and tone

This is basic, but it does matter. Try to make sure that your bio isn't fully of spelling mistakes, grammar errors, or hundreds of exclamation marks.

Some users won't care. Others will. And it's better to be right, and appeal to everyone, than to write something off-putting that rules out some of those grammar police who are offended by mistakes.

Your tone should be as natural as possible too – real people win fans over bots – so write conversationally. Not sure if it's right? Read it aloud – does it sound like something you'd say? If not, try saying what you want to in the mirror and then writing it down.

Follow these tips and you'll get the marginal wins needed to help boost that subscriber count even further.





## Photography Tips and Tricks

Once you've got your bio set up, you'll need to start using your camera – firstly for your profile picture, but then to capture all the images and video you're going to be sharing with your subscribers.

It's not as easy as point-and-click though. There's a lot to get right, so here are six things you need to consider when lining up your shot.



### Light it right

We've put lighting at number one because it really is the single most important thing when it comes to shooting your own images and video.

The average smartphone can take decent photos, but without the right light, your images will look grainy, shadowed and overall, just poor quality.

And it's not just about amount of light – to prove that, go and stand right underneath a lightbulb in your home. The shadows it casts won't highlight your best features at all.

You need multiple lights. Initially, the main lightbulb and a secondary light will be enough to get started with – we'd always recommend a ring light, because they'll give you the best coverage.

Ring lights can be picked up online for around \$10-30, depending on the size, so it's not a huge investment.

Over time, consider adding a third light, and moving away from using domestic lightbulbs which aren't bright enough. Box lights are perfect, and start from around \$50 – they diffuse the light so everything looks natural, without harsh shadows.

Also think about the mood you want to set. Maybe you want to theme your room – an RGB light can really set the scene.



## The perfect kit

While lighting is the most important thing, the quality of your camera will make a difference too.

The latest smartphones have great cameras, but they're designed to be a jack-of-all-trades – if you can upgrade to a proper DSLR then you'll be well on your way to much better shots. They take a little bit of getting used to though.

If you're rocking an older phone, consider an upgrade as your first step, and then make sure to play with the settings. Modern smartphones have multiple lenses and shooting modes, so try them out to find the best one.

You can always try searching online for specific guides on using your phone model's camera – there are plenty of supportive enthusiasts out there who can help.



## Angle and framing

You don't need to take a whole photography class, but a few basic tips for getting your shots lined up will make all the difference.

You want to be in the center of the frame, ideally with around a third of the shot left as a border above/to the side of you.

If you're going anonymous and keeping your face out of the frame this won't be possible but try to center your body at least. You want to be big, but sometimes too far zoomed in makes you look less authentic. People like to see more than just the main event, as it were.

If you're struggling to line up your shot, buy a camera with a screen you can flip around. Front-facing cameras on smartphones are getting better, but they still aren't usually good enough, and you can buy accessories that work as an additional screen so you can make sure you're right in frame.

Or, just ask someone you trust to take your photos and videos for you. This obviously depends on how comfortable you are with another person, but it's so much easier if it is possible.



## Tidy up!

A quick point, but pay attention to your background. Most people won't want to see a messy bedroom with old clothes lying on the floor (although some people might...find your niche!). Also posting the same shots from the same angle with the same background every time will get old fast.

Have a tidy up, play with accessories and different ways of decorating your room as a backdrop, and consider getting outdoors a little too if you can, as long as you're not doing anything illegal or exposing yourself to the public. A sheltered garden is a great spot.



## Editing tricks

To filter or not to filter? That's up to you and the sort of content you're creating.

Many people want perfect images, while others will love your little blemishes – remember that there's a world of professional porn out there, so if someone's signing up to your fan platform it means they want someone authentic.

Still, a few basic editing tips can help, and using software on a laptop or PC is much better than your average Snap or Insta filter will ever be.

There are plenty of tutorials online too if you need help learning how to use the software, or you can even find a trusted service to edit your content for you. [Did you know we offer editing services?](#)



## Doubling up with a webcam?

If you plan on streaming live video, getting a camera that works as a webcam is a must.

Your average laptop camera will be shockingly bad, so find a replacement – either choose a dedicated webcam designed for streaming, or pick up a DSLR that can be plugged in to work as a webcam – many were updated in 2020 with new software following the rush for people working from home.

You'll want something with a Full HD resolution. 4K is overkill for live streaming, so don't pay extra for it.

Those are the key things to think about – but they're really, really important. Your whole fan platform career hinges on how good your content is and how well you promote it.

Use the tips above to get started, but the next few sections are all dedicated to making sure your content is the best it can be. Then we'll cover how to promote it!





## The Best Cameras for Content Creators

Your camera is probably the most important piece of equipment when creating content online. It can be a bit overwhelming knowing what you need to start with. This guide will give you a rundown of the most important features to look out for.



### Resolution

While lots of cameras boast about resolution, the most important thing to look for is that your camera can capture Full HD images.

Having the highest resolution usually isn't necessary, and if anything can slow down stream times and end up showing unflattering details more clearly than you might like. Full HD image quality, on the other hand, is a must.



## Lighting

While most cameras and smartphones come with a built-in flash, it's usually not the best lighting solution. Camera flashes are often too bright, and when you use them, you don't have complete control of where the light falls.

It's worth investing in quality lighting for your videos and pictures. A ring light is a good starting point, and you can upgrade with more box lights in future if you feel you need to. We'll cover that in the next chapters.



## Framing Help

The majority of content creators work solo, especially when starting out. As such, having a little help framing your shots can be a life saver.

Most DSLR cameras have a fold-out, revolving screen, so you're able to see exactly what's in shot as you film.

It can be trickier on a smartphone. While you could film on selfie mode this camera is almost always a poorer quality than the front facing camera.

It's possible to buy remote control devices for your camera or smartphone, or to download apps that allow you to see what's in shot on your DSLR on your smartphone.



## Camera Types

### DSLR

Although expensive, DSLR cameras are high-quality pieces of equipment and will give you the best results with pictures and video. It's not always necessary to go for the most expensive to get what you need.

Look for cameras that prioritise ease of use. Some are designed primarily for technical photography and may have many confusing features you'll never use. There are many cameras on the market aimed specifically at home video makers and content creators.

Also, look for cameras that have large fold out screen if you're planning on filming yourself.

### Webcams

If you're pre-recording content or taking pictures, you're probably better off using a camera or a smartphone. However, if you're planning on live streaming then finding a quality webcam is a must.

Whilst most PCs and laptops come with a webcam included, these generally aren't suitable for streaming as they're not a high enough quality, and frequently don't capture light very well, or present blurry, pixilated images.

Look for webcams that stream in Full HD quality and at a high frame rate to get the best results. Some webcams have a built-in light source, which can be great when you're just starting out and you're not ready to invest in a full set-up.

### Smartphones

Everyone has a smartphone, and their camera tech is pretty good. But remember these are essentially multi-tools, they aren't specialists for photography or shooting videos.

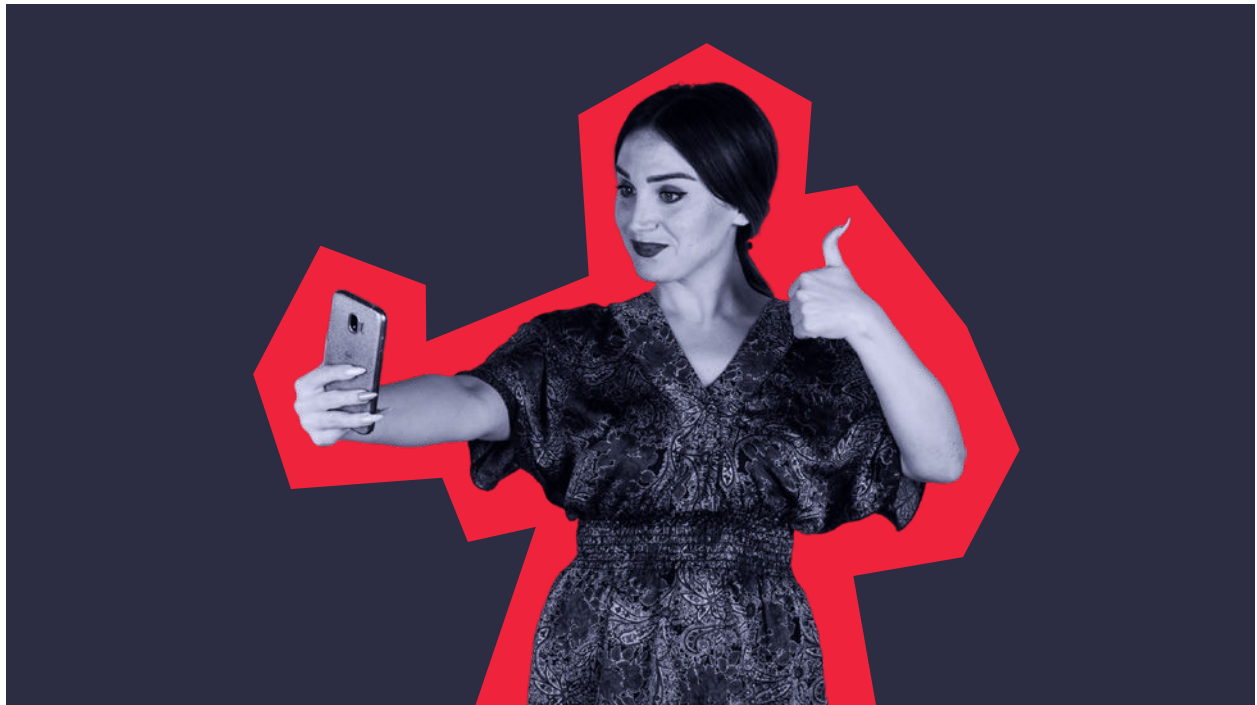
The latest smartphones are excellent, and will definitely work fine if you're starting out. But you will want to upgrade to a specialist camera as you become more successful.

And if you've not upgraded your phone itself for a couple of years, it might be worth it to make sure you're getting the best photo tech, or your shots might not be the quality you're looking for.



## A Guide to Lighting

Lighting your shots correctly is perhaps the most important way to make the most out of your content. Investing a little in decent lighting can make the difference between your work looking obviously home-made and looking professional. So, what are your options when it comes to lighting?



### Is the flash on a camera good enough?

In short, the flash on your camera or smartphone won't be up to making quality pictures or videos. The light they cast is often too harsh and direct, tending to cause unflattering shadows. You also have little to no control over the direction of the light.

While it's tempting to try and get by with just a camera's flash, if you're trying to make videos at a professional standard you'll need to upgrade to a decent light source. That said, doing so doesn't have to break the bank.



## Best cheap lighting option

While the thought of a full setup can be intimidating if you're just starting out, good lighting doesn't have to be expensive or complicated. A cheap and very effective option is using a ring light.

Ring lights are essentially a strip of LED lights that form a circle, letting you mount your camera in gap in the middle. The light they cast is soft and covers the subject evenly.

They're easy to use, as you won't have to spend time setting up your lighting before you begin. Just point your camera through the ring and you're ready. They also don't take up much space, so if you've limited room this can be a big factor in their favour.

As with most tech items they range in price and performance, from budget to premium. Even if you're low on funds, you should be able to find a suitable and inexpensive ring light to work with.

While a ring light is absolutely good enough when you're starting out, you may want to invest in more lighting equipment in the future.





## How to upgrade further?

The next piece of kit to consider are softboxes. They're basically box shaped fabric equipment that, when set up properly, reflect and diffuse the light cast onto them in a soft and visually pleasing way. They help reduce shadows and make artificial lightning appear like natural window light.

You'll usually need to use a pair of softboxes, one just either side of your shot. This will obviously take a little more space than a ring light alone, but if you can afford that the combination will result in a more flattering and professional finish.



## White light vs RGB

While regular white lighting is absolutely fine for most shooting purposes, if you're really interested in improving the quality of your work then you may want to look into investing in RGB LED lighting.

The main advantage RGB has over white light is that you have more control over the tone of your shoot. You're able to adjust the intensity of each coloured light until you get the tone just right for the mood you're trying to set.

This is particularly useful if you're planning on live streaming, as you won't be able to edit in post-production as you would with a pre-made video.

If you're just starting out making content it really is important to invest in decent lighting, but you really don't need a lot of equipment to really make the most out of your shoots.



## The Best Gear For The Best Shots

You don't need a to splash the cash on a load of kit for your subscription platform, but there are a few handy tools you can pick up to either make your job of snapping photos and videos a little easier, or to spice up your shoots with a little more variety.

We don't cover lighting here, because that's worthy of its own chapter. So, don't buy any of this until you've sorted a light, OK?



### Tripod

Pick up a tripod if you're planning on shooting all your own video and photos. You don't need some huge clunky beast, just a smaller one will do, ideally with flexible legs that can be wrapped around different surfaces.

These are great because they'll help you get the best focus in your photos, and they'll stop that awfully amateur shakey-cam when you're filming yourself.

And with one that can attach to different surfaces you don't need to worry about a camera's zoom – you can set it up on your bedpost or at the edge of a desk to get those close-ups you want.



## Microphone

Only invest in a decent microphone if you're planning on doing a lot of videos or live streaming. You might think you don't need one – every camera has one built-in right? But the difference in quality between a cheap smartphone mic or a dedicated directional one you pay a bit extra for is massive.

Whether it's just the natural sounds of your shoot or you're talking dirty with your subscribers, consider upgrading your mic to really improve how every innuendo or groan sounds to your subscribers.



## Adult toys

If you're planning to shoot adult content, eventually the same photos of your body are going to get a little repetitive. No offence, but long-time subscribers will eventually have seen it all.

So, spice up your shots with a few choice toys. Cheap ones are fine to start with but eventually consider upgrading to the ones that your subscribers can even interact with themselves online, changing the settings remotely.

Live streamers make a killing from these sorts of sessions where extra tips means more vibrations, so consider setting that up as an option if your platform allows it.



## Top tip – get your equipment cheaper (or free!)

If this all sounds like a lot of money to spend, remember that this is your goal for building up your content.

But there is a fast-track way to improving your setup – ask your subscribers to pay for it for you.

Many creators have a wishlist of items which will include adult toys and underwear, but it can also include equipment needed to improve the quality of your content.

Appeal to your fans, saying that you want to make better content for them. A fair option would be to offer someone a free video using the new equipment if they buy it for you.

You'd be surprised how many people will snap up this opportunity to treat you.





## Setting The Scene – Choosing Your Backdrop

When you're creating content, getting the details right is really important to stand out from the crowd. If you want to look as professional as possible, you'll need to make sure the background of your shots is inviting and tonally in keeping with your work.

Here are a few tips to get the most out of your backdrop.



### Add a color theme

Branding yourself and your content can go a long way towards making your work memorable. One simple way of achieving a professional finish that's hard to forget, is to decide on a distinct color scheme that matches the theme of your content.

Keep things consistent and, if you can, even when you're just giving a monologue to camera, try and include an accent of your chosen scheme somewhere in shot. As little as placing one or two colored cushions on your set can tie things together.

If you've invested in RGB lighting or editing software, then you can even modify your colors slightly to really make your chosen scheme stand out on camera.



## Tidy up

It may sound obvious, but keeping your backdrop tidy is really important. This is especially true if you're shooting from a room in your home.

Mess, or personal items in the background can be distracting for a viewer and give your videos a grubby feel that you really want to avoid.

Keeping things clutter free, clean, and free of personal items will make your content more enjoyable, and viewers are more likely to subscribe to a service they perceive as being up to a professional standard.

The only exception here is if you are aiming for a real amateur niche – the kind of look where you want to almost seem like the viewer has caught you off-guard.

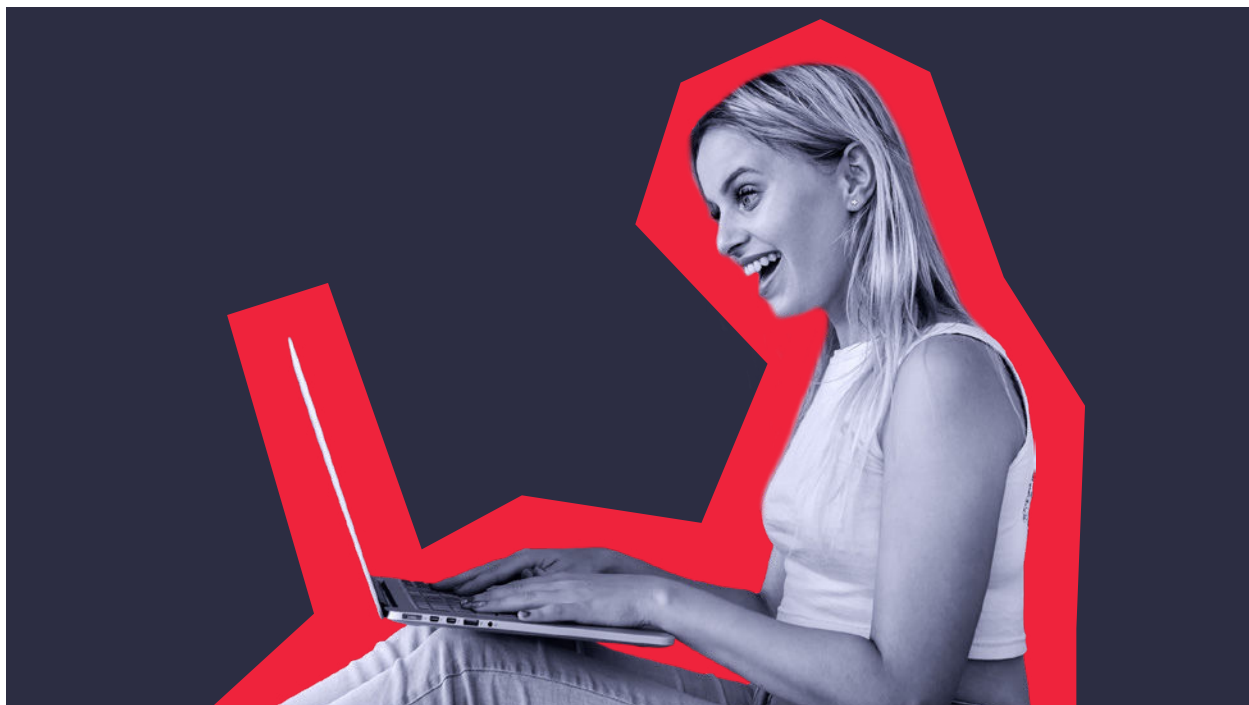
Even then, there's a difference between a light mess and something that can be off-putting, so set the level of your backdrop carefully.



## Remain anonymous

Similarly, make sure you remove anything from shot that could be used to identify you. This is particularly important if you're making adult content, but whatever you're making keeping your address and personal details private is important.

A good habit to get into it, once you've tidied up ready to shoot, is to have one last look at your shot and make sure there's nothing incriminating or identifiable in shot. Once you're in the routine of doing this every time you'll avoid any embarrassing slip ups.



## Invest in a backdrop

Depending on the kind of content you're making you could consider investing in some sheet backdrops.

You can buy custom printed backdrops from many online companies at very reasonable prices. They come in different materials and sizes to suit your set up and budget, and hang easily from a wall. This is a great way of quickly making a home setup look professional. As the image is customizable you can make it match the theme of your content, and potentially even weave in your chosen color scheme.



## Mix it up

Changing your backdrop every now and again can really help your videos stay fresh.

This is another reason why investing in custom backdrops can be a good idea. They're easy to switch, so you can keep your camera and lighting set up where it is and just make a quick swap to really change the feel of your set with minimal effort.

If you've not got custom backdrops, don't worry. You can simply change the room you shoot in, or even shoot the same room from a different angle. However you decide to do it, switching up your backdrop every now and again will help keep your content visually appealing and engaging to your followers.



## Outdoor shooting

If you're lucky enough to have a private outdoor space, then shooting there occasionally is a great idea. Outdoor shoots can really stand out from the rest of your work.

Just be careful that you have permission to film in your chosen space, and if you're creating adult content be especially discreet.



## Photo And Video Editing Tips

You may be a charismatic presenter who is skilled at shooting videos and taking pictures, but turning that raw footage into quality content requires good editing. Editing is an important skill for content creators, and here we'll discuss a few simple tips to help up your game.



### Easy quick wins with photos

Tidy, crop, and straighten

One of the first and most simple things you should do to your image is to tidy it up.

To begin with, make sure the horizon is horizontal. If you've had the camera at a slant when taking a photo, use a simple rotate tool until the image is properly aligned.

Then, crop out anything you don't want in the image. It could be that you didn't notice a little mess in the background, or it could just be that what you want to be the focus of the image is slightly off center.

Finally, use a spot cleaning tool to take out any smudges or dust that may have made their way onto your camera lens while filming and marked the final image.



## White Balance

A really simple way to completely change the tone of a picture is to adjust the white balance.

Most photo editing software, even the free software on smartphones, tend to have preset 'mood' modes, like 'blush' or 'sepia', which automatically adjust the white balance and contrast to pre-set parameters.

If you want to adjust things precisely yourself, most software either has a simple white balance slider, or separate 'tint' and 'temperature' sliders, which you can adjust until you're happy with the result. This only takes a few second and can really improve your pictures.



## Easy quick wins with videos

### Reduce shaking

One of the biggest problems new video makers have is accidental shaky cam. Even just a little shaking can have the effect of lowering the standard of a video.

One reliable way of reducing shaking is to mount your camera on a tripod. Tripods are inexpensive and easy to find. There are also tripods specifically designed for smartphones, if that's what you're using to film.

Sometimes, the content you're making means a tripod isn't feasible. Maybe you're filming yourself while traveling, or taking an informal tour around your workspace. While viewers will expect a little shaking from these videos, too much can make them unwatchable. The good news is most video editing software has a video stabilization feature, which will reduce the shaking post-production.

#### Keep it simple

It can be tempting to pull out all the stops on your videos, especially if you've just gotten yourself some new video editing software. However, it's really important not to go overboard.

If you try to use too many features or fancy transitions at once, it can come across as looking really amateur. It's far better to concentrate on the essentials of video editing, using simple cuts or cross fades, and do it really well, than it is to overstretch and make mistakes.

#### Add a second camera

This sounds like an expensive tip, but it doesn't have to be. If you can get a second phone, then that'll do for additional footage.

This lets you add a second angle to your shots, and means you can edit back-and-forth between them. This just helps to keep videos feeling like they're moving at a good pace.

It's important that you get the settings matched on the cameras though – if the colors and lighting look different, it'll be jarring as you edit the footage together. Experiment first, so you know everything will look seamless.



## Best software for photo editing

Photoshop is probably still the king of photo editing. It is a pricey option, but it has all the features you could ever need. If you're on a budget, GIMP is a really excellent piece of free software which has most of the features of Photoshop and works in a similar way.

The issue with both of these pieces of software is that, although they function very well, they are difficult to master and have a steep early learning curve. Jumping into photo editing like this when you're first starting out as a content creator could make you stall, and end up being too much work.

To begin with, it's better to use simple free editing software, such as the tools on a smartphone. Wait until you're really serious about photo editing and set aside some time to learn before you jump in.



## Best software for video editing

Adobe Premiere is the premium brand, if you can afford it. Premiere has a huge range of tools, excellent video stabilization and, unlike Photoshop, is fairly intuitive and easy to learn, especially if you've already got a little experience editing videos on your phone.

If you're a Mac user, iMovie is free and perhaps one of the easiest pieces of software to use. On the other hand, it doesn't boast quite as many features as more complicated programs.

If you're not, there are other free options for Windows available. There are many available, so a little research is probably a good idea, but Lightworks and VideoPad are consistently reviewed well for ease of use and range of features.



## Promoting Yourself on Social Media

The absolute key to making a success of your subscription platform is building up as big a fan base as possible. Not just on the platform itself but on other social media too.

Long term, a big following on social media will convert into subscribers, probably at around 1%. So, get yourself to 5,000 fans on the social media platform of your choice and that's probably going to turn into 50 paying fans, and at \$10 a month that's \$500 you're bringing in. \$400 after fees.

So, get to work on promoting yourself on the social networks you're on, and sign up to those you aren't!

Here's a quick run-down of the major social media platforms, how they can help you get exposure, and things to be aware of with each.



## Facebook and Instagram

Pretty much everyone has a Facebook and Instagram account these days, so utilising them can really help expand your audience.

For both sites it's a good idea to create a separate 'business' account and keep your personal account private. There are two advantages to this.

Firstly, you can be comfortable knowing that any personal information will only be accessible to friends and family.

Secondly, it allows you to keep the profile meant to promote your content as professional as possible. The more control over what your followers see and how perceive you, the better.

Be aware that, while Facebook and Instagram will allow links to profiles that contain adult material, they do not allow any nudity or sexual content. Don't worry, that's covered in a little bit.



## Twitter

Twitter is a great platform to have a presence on. It's popular and very easy to use.

One particularly useful feature of Twitter for content creators is its ability to connect with other platforms, such as YouTube and OnlyFans. When you do so, Twitter immediately posts a link and the first line of text from any posts you make on your main platform.

If you use this feature, make sure you put some thought into the first line of description, making it clear what the content is.

Twitter has a feature that filters out adult content, meaning you're free to post whatever you like without repercussion. It just means that some people won't see your posts.

Use the right hash tags too – this is how your tweets are going to be discovered, after all.



## Reddit

Reddit really can be a game changer when it comes to getting noticed. Whatever kind of content you make, there are so many subreddits that one of them is bound to have members who are interested in your work, including some dedicated to platforms like OnlyFans.

It's a simple platform to use too. Just make an account, leave a post introducing yourself and a link to some free taster content, along with a link in your bio to your main work account. You're sure to get some attention and hopefully some new subscribers, especially if you offer niche content.

The best subreddits to check out are those dedicated to your platform of choice, and the gonewild subreddits – of which there are surprisingly many!



Find ones that line up with the kind of content you will be posting, and start adding a couple of photos, making sure you link back to your subscription page. This is a great way for directly targeting your audience.



## Snapchat

Snapchat remains a popular social media channel and can be great place to earn a little income and redirect viewers to your main platform.

While you can use it just for publicity, a popular use of the platform is to offer premium snapchats. These are pictures that will only be revealed to your followers once they've paid a fee. It's an excellent way to make a little extra money on content you may have already created.

If you already use premium snapchat, leaving a link to your main platform is a great way to transfer followers and hopefully end up with more subscriptions.



## TikTok

TikTok has become incredibly popular very quickly. If you make video content and aren't promoting on TikTok then you're losing out on potential viewers.

One issue with TikTok, which will affect some content creators more than others, is that they regulate really heavily against adult content, or even the mention of it.

If your work has more adult themes then your options are to either be very discreet, or to use TikTok as a kind of 'personal' account, leaving amusing videos and observations, and run it alongside your other platforms to make your fans feel they know you on a more personal level.



## Ohh.me

One of the best ways to get around some social media platforms screening out more adult content, is to use Ohh.me. Ohh.me is a free social profile tool where you can have a central profile that links out to all of your other accounts.

While platforms like Instagram and TikTok may regulate harshly against certain content, you can post links to your Ohh.me account freely, and then it's up to people who discover it to follow links to your other profiles which may have more adult themes.

Using Ohh.me as your social media hub is a great way of linking across platforms and different kinds of content.



## Making Money – How Much Should You Charge?

This is a biggie. Getting your prices right really matters because if you don't, you're either going to price yourself out of the market, or you're going to be missing out on cash that you could be picking up anyway.

Here's some tips on making the most money from your subscription platform.



### Typical Prices

Spend some time looking at profiles similar to what you'll be offering when it's time to set your prices. You'll get a good idea of how much to charge based on your 'competitors'.

Don't be tempted to go straight in at the lowest price available, unless you don't plan to spend a lot of time on your platform. You might think it's a good idea to start small, but all you'll do is alienate your first wave of subscribers when you do raise your prices. If you do want to try this tactic, be super clear that it's an introductory offer.

And it should be fairly obvious but don't aim too high with your prices either. It might be tempting to think that 100 subscribers at \$20 is so much more money than the same number at \$10 but you simply won't get as many subscribers that way.

Remember that you'll likely get 1 subscriber for every 100 fans on social media in general, so work out how much you want to make, build your social following and then price yourself to earn what you need to – after the fees which are usually around 20%.



## Free Trials

Free trials are a useful tool to show off your content to people, giving them a little teaser before they commit.

Trials work differently on different platforms but generally you can either offer a site-wide trial to all customers, or get a link to offer individual users their own trial. You can offer different periods of time too – often a month but shorter trials can sometimes be used.

Don't throw a free trial around all the time, you need to make money after all. But once you've built up a decent starting profile, it's a good tactic to encourage a few new subscribers.



## Other Ways To Make Money

Look out for other ways to make money on your chosen platform beyond subscriptions. Tips are common, but do things to earn them – engage with your subscribers, message them, and ask them what they'd like to see. When you do it, chances are you'll get tipped.

Some let you sell clips too, or offer items for sale.

Then there are even more options being conjured up by more innovative platforms – live streaming, selling access to your private SnapChat, and even short personalized videos in the style of a website like Cameo...but naughtier.

Check out your chosen platform's options and make sure you're set up to make the most money possible.





## Fan Platforms and Taxes

Before we start, we need to be clear that we aren't tax experts or accountants. If you have any tax questions, you're best speaking to an expert in your part of the world. This is not official financial advice.

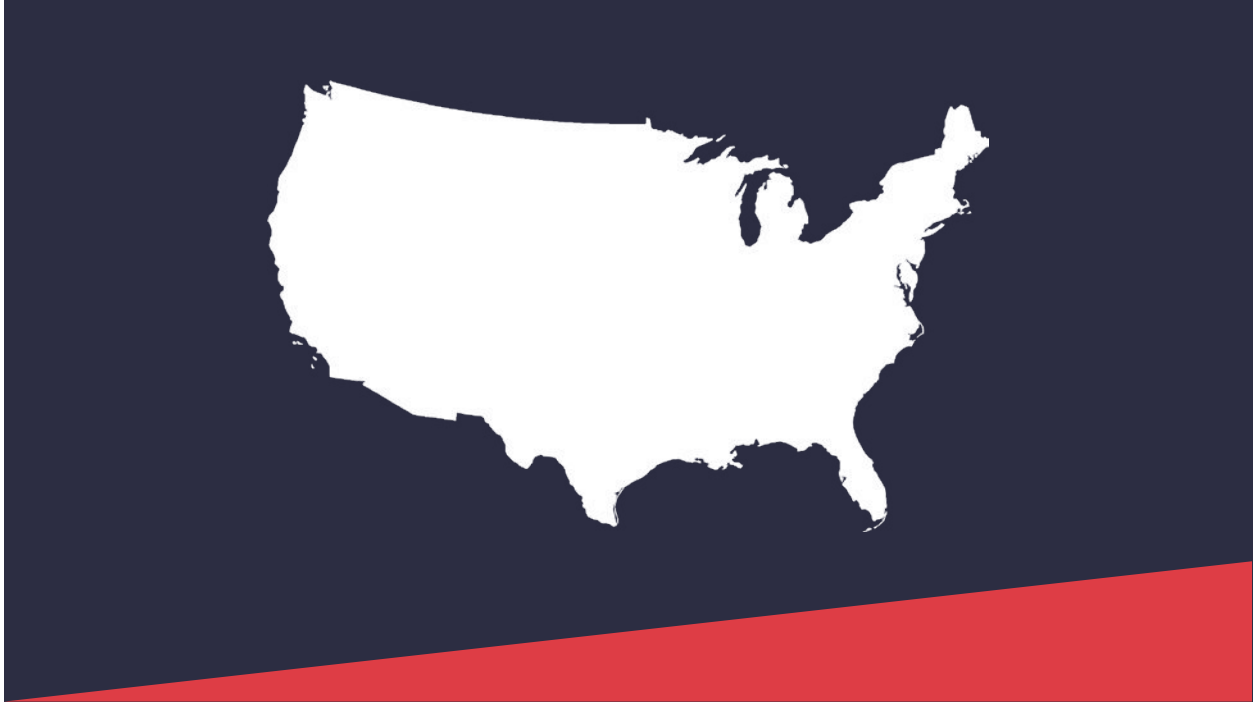
Also, there's a ton of information about paying tax when you're self-employed – too much to include here. While this book has all the info you need to get up and running, we'd also recommend checking out our full [guide on paying taxes here](#).

Having said that, here's the info you need to get started with tax...



### Do I have to pay taxes on fan platform income?

Broadly speaking, yes you do. All income, no matter how it is made, is taxable, and earning money making videos online is no different. How much you pay depends on which country you live in and their specific tax laws.



## United States

If you make a yearly income of \$600 then you'll be subject to paying tax. You'll have to self-assess using a 1099 form.

As your work qualifies as a business, you're permitted to take necessary expenses that will lower the rate of tax paid, so make sure to keep comprehensive records.



## Canada

If you live in Canada, you'll have to send a self-employment assessment to the Canadian Revenue Service no matter how much you've earned. If you earn below \$49,020, you'll pay a basic rate of 15%, with increasingly higher rates the more you earn.



## United Kingdom

The UK has a tax-free allowance of up to £12,570. This means you only pay taxes on earnings over this amount. If you earn between £12,570 and £50,000, you'll have to pay 20 percent on any earnings over £12,500, with higher rates applying the more you earn.

It's important to note that these rates take total income into account, so if you work a part-time job alongside creating online content then you'll have to take into account both incomes for tax purposes.

If you have any specific questions about your tax arrangements in the UK, be sure to contact HMRC.



## Australia

Similarly to the UK, Australia has a minimum taxable income amount. If you earn \$18,200 or less, then you won't have to pay any income tax.

If you do make more than this then you'll be obliged to pay a percentage of your income over this amount based on how much you earn, starting at 19%.

If you have any questions The Australian Tax Office is the Australian agency in charge of income tax.



## Content creation tax tips

### Open a separate business bank accounts

Keeping a separate business bank account will make keeping a record of your income for tax purposes much easier. It will also make it easier to keep track of any business expenses that may be tax deductible, and should make any potential audits less disruptive.

No matter where you live it's advisable to keep a copy of all receipts and invoices for work-related items and services.

### Keep some money saved

When working on a self-employed basis it's always wise to keep some money saved for emergencies. Depending on which jurisdiction you're in, it's possible that when filing your tax return you may discover that you owe tax you've not yet paid.

It's usually advisable to keep around 30% of your total income aside to cover taxes and any unexpected costs you may incur.

### Don't be afraid to ask questions

It's common for those newly self-employed to feel a bit overwhelmed when it comes to taxes. In truth, no one is an expert when first starting out. There are many people to ask for advice, including friends who are self-employed and government tax agencies who are eager to make sure you do things correctly. There are also several online sources, including forums dedicated to tax issues.

Tax may seem confusing when you're first working freelance, but once you get started using the above guide it's not that bad. Keep this guidance in mind and you'll be off to a great start.





## Mistakes To Avoid for Content Creators

Just as important as knowing how to succeed at online content creation is knowing which pitfalls you could encounter. Here, we'll be going through some common mistakes and how best to avoid them.



### Not being consistent

Whether you post content daily, weekly, or even monthly, your followers will learn to expect a certain rate of creation. If you slow down suddenly you may lose subscribers. It's better to pace yourself than to take too much on and burn out. Fans like consistency, so give it to them.



## Not suggesting tips

While subscriptions and ad revenue provide an income, they're often not enough on their own. If your chosen platform has a tipping system (and most do), then take advantage of it. Don't be afraid to suggest your viewers tip when you post pictures or videos. They're your fans after all, and it makes them feel involved.



## Poor promotion

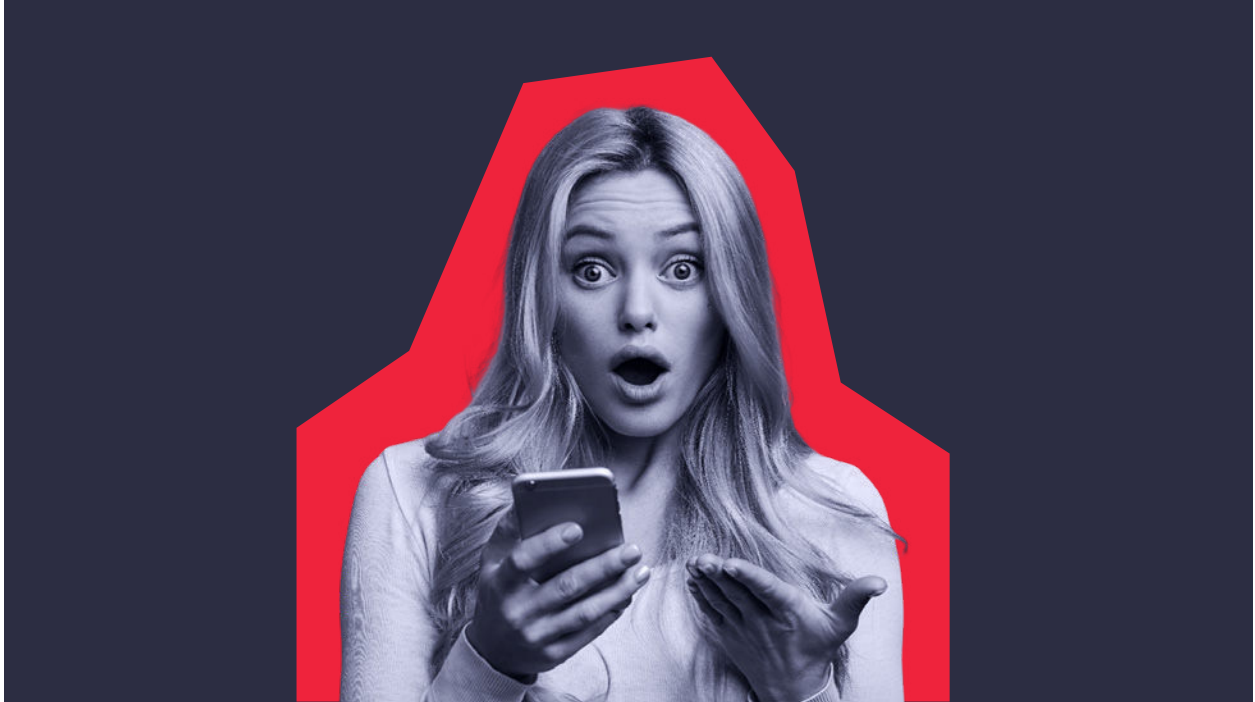
Promotion is vital to expanding your fan base, and having a strong social media presence is one of the best ways of doing so. There are a few mistakes it's important to avoid though.

Don't flood your accounts with updates. Give your followers just enough to keep them interested without getting bored.

Don't try to create a presence across all social media platforms as, alongside creating quality content, this can lead to burn out. One or two prominent sites should be enough to start with.

Be aware of what's acceptable on your platform. While some, like Twitter, have no restrictions on adult content others, like Instagram, don't allow it. You can always use a link aggregator like Ohh.me.

Most importantly, don't forget to leave a link to your page in your bio.



## Don't offer free subscriptions

While it may seem like a good idea to offer free subscriptions to begin with, and then charge later, this strategy doesn't always work.

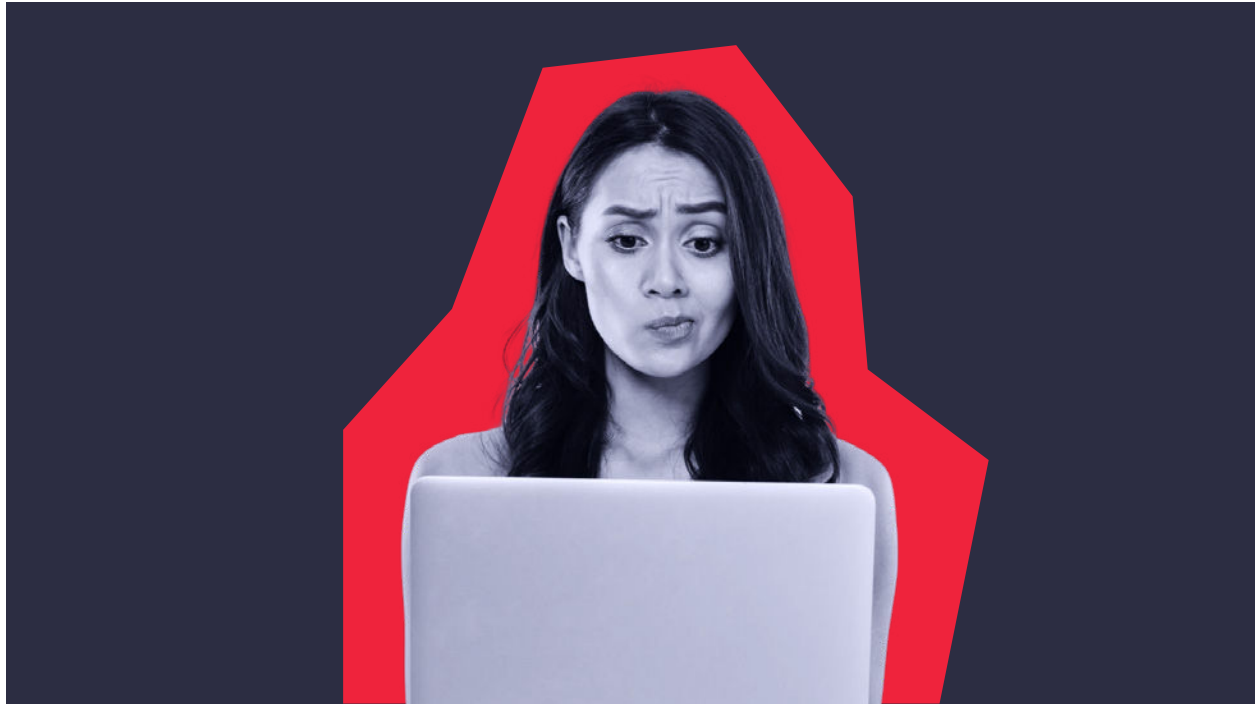
Often, all this will do is attract followers who are only interested in free content, and once fees are introduced they look elsewhere. It's better to value your work appropriately early on, especially if you need the income.



## Not listening to your audience

Successful content creators all know their audience well, and make sure they listen to their fans.

One of the best things about content creation websites is that they have the facility for users to leave likes and comments. This can help you get a good grip on what your followers enjoy most, and help you concentrate on the content that will get the most views.



## Expecting success very quickly

If you go into content creation just to make money quickly, you may find yourself frustrated and lose momentum when things don't work out right away. It's much more important to be consistent with something you enjoy, rather than looking for popularity immediately for its own sake.



## Using it as your primary source of income

Don't jump straight into this as a main job. Doing so will make what could be a fun side-project an enormous stress, and you're less likely to be successful when you're not enjoying yourself. Try and relax and create content you enjoy, and you may be able to make a full-time living from it in time.



## Using your real name

Depending on what kind of content you make, adult content especially, it's a good idea to remain anonymous. Don't use your real name, link to private social media accounts, or show your face.

Even if the content you make is not adult, it's still wise to not link to personal social media accounts or give too much away about your living arrangements, just to be safe.

If you're starting out as a content creator, avoiding the above mistakes will get you off to a great start.





## Secret Tips to Unlocking More Followers

Getting established can be the most difficult part of becoming a successful content creator.

Even when you're producing high quality work, it can be tricky to get noticed and pick up an initial paying following. Here are a few secret tips that will help you unlock more followers when you're starting out.



### Create a second account

Once you're confident in the standard of your content, making a second 'free' account can be a great way to expand your fan base.

This second account should have less detailed content and fewer updates than your main. The idea is to give people a taste of what you have to offer, without giving away too much for free.

Having a free account can quickly lead to more followers, especially if you interact with its viewers.

You can't be expected to spend as much time with them as subscribers to your main, but giving them even a little attention gives them an idea of your personality. This makes them feel more involved, and more inclined to subscribe.

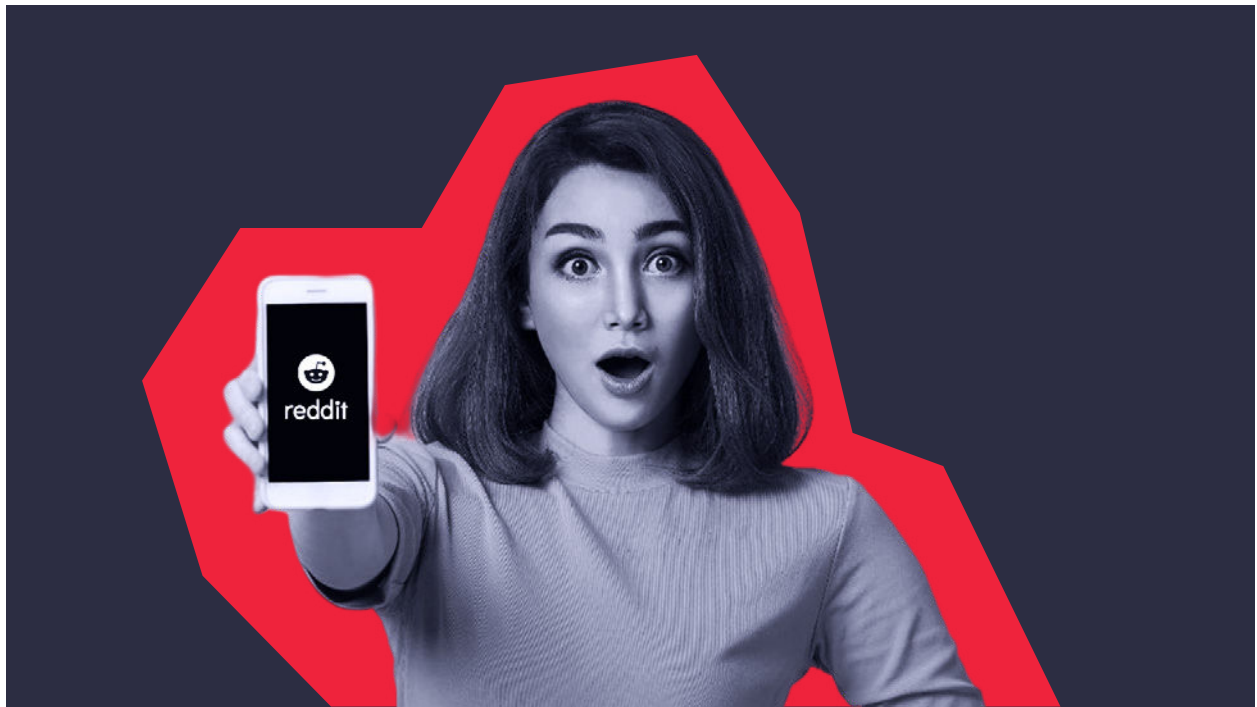


## Take advantage of tipping

Many platforms have a tipping system, where followers can pay you a little extra for content they particularly like.

Don't be shy about reminding your fans to give tips if they enjoy your work. If you have made a free account, you may find that since its viewers aren't paying a subscription fee, they're happy to give the occasional tip.

Interacting with your followers as much as possible is the best way to increase tips. If you acknowledge fans by name and respond often to questions and requests, they'll see you as more than a video to watch passively and want to engage with you. The more involved your fans feel the more likely they are to leave a tip.



## Advertise on Subreddits

An excellent place to go to gather free publicity is Reddit. Whatever kind of content you create there's bound to be a subreddit catered to your niche.

Just visit Reddit, make a post introducing yourself and leave a link to some free taster content, and you should attract extra followers. This is an excellent way of spreading the word about your work.



## Pay Per View content

Most sites allow you to have dedicated pay per view content. This means you can post a picture, or message, and your followers have to pay a set price before they're able to view it.

Don't just pick any picture, message, or video to make pay per view. If you're going to have content that requires payment before it can be seen, it's a good idea to make it your very best.

Your most devoted fans are the ones who will be willing to pay more for extra content, but it needs to feel exclusive. Make sure it's themed, personal, or intimate. Make the effort to make this pay per view stand out from the rest in some way, and your followers will be much more willing to purchase access.

These tips will help you expand your following and income from your chosen platform.



## The Follower Promote Service

The last thing we want to talk to you about in this ultimate guide to success is our own advertising service, Promote.

We've left this to the end on purpose, because we want you to make sure you're following all the tips in this guide firstly.

But at the same time, our service could be the perfect booster to your fanbase – provided you have all the basics in place.



## What is Follower Promote?

At Follower.co, we have a Promote service which is a sort of directory for content creators.

Considering how most fan subscription platforms do a terrible job of helping casual users find new profiles, our service fills an essential gap.

We have hundreds of thousands of users who come to our website, looking for content creators that they might want to become a fan of.

And because they're coming to our site, we know that they are actively ready to subscribe, and have the money to do so.

So, when you sign up to our Promote service, you're exposing your profile to a ready-made audience.

There are different tiers available with scaling costs – the higher the tier, the more categories you'll appear in, and the wider range of services we're able to offer.

There are no guarantees of course – our job is to bring you traffic, and then it's your job to convert them into paying customers. But if you've followed all the steps in this guide, and made sure your profile is sparkling and your content is excellent, then you shouldn't have any problems in this area.

Interested, and want to know more? The good news is that we work with all fan subscription platforms, and we offer flexible subscription terms.

[Find out more about our Promote service now.](#)





## Final Thoughts

That's it – all of the basics that you could need to know to get your content creation career off the ground.

But that's all it is for now – the basics. There's so much still for you to learn as your career begins to develop!

Don't be intimidated by that. You're at the start of a fantastic new future, where you'll be able to manage your own time, and build the career that you want around your other responsibilities.

It'll take time to get there, but we know you're going to do a great job.

Keep this guide handy, and refer back to it every now and then when you need a refresher. It's a good document to just remind you of how to get the simple stuff right.

If you feel like you're ready to start learning some more advanced tips, then you can always [head over to our guides](#). We cover some of the same topics as we do in this guide, but in a lot more detail – and we touch on some advanced money-making options for content creators too.

And keep up to date with the latest news in our [blog](#) too, where we talk about all the latest gossip, service updates and more related to the world of content creators.

Got any feedback about this guide? [Let us know](#).