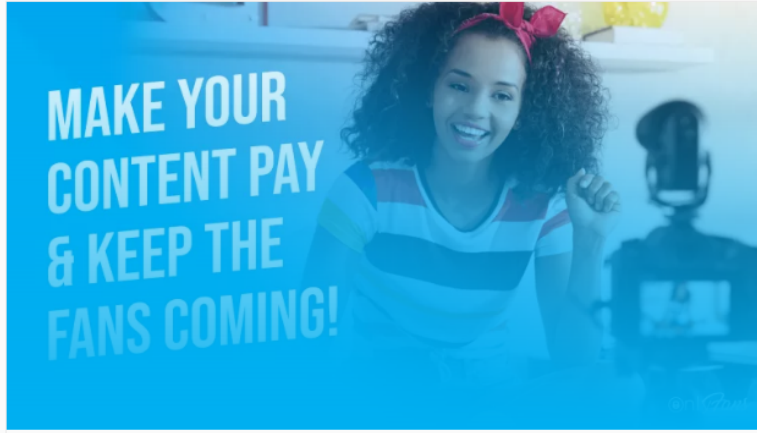


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HOW TO MAKE YOUR CONTENT PAY & KEEP THE SUBSCRIBERS COMING

September 24th, 2018 | Case Study, Facebook, Instagram, OnlyFans, Social Media, Twitter

As an influencer, you've got to where you are because your fans like you, and because they value your content. The extent of your influence is going to be measured in three main ways 1. by the number of genuine fans you accumulated, 2. by their engagement in your content and 3. by the brands who want to tap into your influence and sponsor you to feature, endorse or campaign on their behalf. That much is true.

Building your career as a social media influencer is a skill that takes time, effort and an investment in content, and when you get it right, it can be financially rewarding. OnlyFans is proven to add a second, and even more lucrative dimension to your business as an influencer. You only need to read the experience of Jem Wolfe to see how OnlyFans enhances fan relationships whilst accelerating your income. And if Jem generating over 10,000 fans in her first month with earnings in excess of \$100,000 (£80k) doesn't convince you...well!



THE SIMPLE WAY TO MAKE IT PAY

The idea is pretty simple. Your fans value your content so create an OnlyFans account, set the subscription price you want to charge your fans and typically 1%-5% of your fans will subscribe to see your content on OnlyFans. The best bit is you retain 80% of your subscription income, and OnlyFans retains 20%. But here's the key. You now need to think about how you can add value to your content now fans are paying for it. It's not simply a question of doing the same content you post on mainstream platforms and expecting fans to pay for it. The way to successfully attract and retain your subscribers is to create exclusives, extend your content and generally add-value to what you're already doing.

The first thing to think about is what are you already giving away freely that has an inherent value? For example, if you're a makeup artist and posting full tutorials, why not rescale your free content and offer exclusive, and more in-depth, tutorials for subscribers? If you're a personal trainer, post a part-work out

m/blog/how-to-make-your-content-pay-keep-the-subscribers-coming/ can also think about exclusive videos, images and content that doesn't go out on other

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Congratulations Alex Michael May, this is a fabulous achievement and very much deserved. Just shows what a shift in mental attitude can do! 🙌👏 #onlyfans