SCARLET

MEDIA

FREE GUIDE · 9-MINUTE READ

From $10K to $20K

You're good at this. You're also capped. Here's why the ceiling is there, and how to get past it without losing control.

$10K – $20K A MONTH

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Yo, I'm Nick. If you're doing $10K to $20K a month, you don't need me to tell you how to post. You've figured out what most creators never do.

What you're dealing with now is different. Every extra dollar costs you more hours and more risk. That's not a motivation problem. It's what happens when a page outgrows one person.

THE SITUATION

Meet Dani.

She's two years in and makes about $12K a month. Six months ago she hired two chatters she found in a group chat. The money hasn't moved since.

Fans have started saying her replies "feel different". Last month one guy bought $300 of videos in two hours, then charged every one of them back. She still checks the chats at 2am, because she doesn't trust anyone else with them.

She's thought about a manager. Then she remembers her friend who signed with one and couldn't get out.

Dani isn't one person. She's what creators at this level tell us when they finally talk about it.

Why the *ceiling* is there

Dani's page runs on Dani. Every part of it goes through her, so it can only grow as fast as she can work.



There are four fixes. None of them is "work harder".

Fix 1. *Make your chatters sell*, not just reply

Most chat teams at this level are order-takers. They answer what comes in, politely, and wait. That's not the same as selling.

ORDER-TAKERS

- Answer whoever messages next
- Reply "haha yes babe" and wait
- Sell the same thing to everyone
- Take 15 minutes to reply

SELLERS

- Answer your best buyers first
- Make an offer to most guys who are clearly into it
- Price each guy by what he's bought before
- Reply in under 4 minutes on shift

When we tested our first chatter, he sent an offer to only 16% of the fans he talked to. Now we expect at least half. Just making offers is the biggest gap we see.

Four numbers to check every week

Under 4 min	Half	$4	1 change
to reply, while they're on shift. Our house rule.	of the offers they send should get bought. That's the baseline we aim for.	in messages for every $1 in subscriptions. Our floor.	agreed with each chatter, every week.

EVERY WEEK
Show each chatter their numbers. They should never have to guess how they're doing.

EVERY WEEK
Go through one of their chats line by line with them.

EVERY WEEK
Agree one thing to change, and check it next week.

BEFORE BLAMING THEM
Check whether fewer guys subscribed. Sometimes the problem is upstream, not the chatter.

Fix 2. *One voice*, no matter who's typing

Fans notice when a shift change makes "you" sound like a different person. That's what Dani's fans were telling her.

- **Write down who you are.** How you text, words you'd never use, the things you talk about, the things you won't.
- **Write a "never say" list.** Your real name, your town, your job, family, anything off-limits. Every chatter gets it on day one.
- **Read the chats.** Not every message at 2am. One full conversation per chatter, every week, at a time you choose.
- **Hard lines for everyone.** Never move a fan off the platform. Never promise to meet. Never sell something you didn't make.

Fix 3. *Protect the money* you're already making

At $12K a month, one bad habit costs more than most creators make.

Your top fans

A handful of guys make a big share of your money. Treat them that way.

- **Keep them out of mass messages.** They get personal things: voice notes, customs, your attention.
- **Back off when his replies get shorter.** That's him getting tired, not playing hard to get. Pushing harder is how you lose your best fan.

Chargebacks

> *"A customer purchased over $300 of video in 2 hours, charged back all of them and unsubscribed."*
>
> *A creator, on the move that happens to everyone eventually.*

- **Big sales go to guys with history.** Not to someone who joined today with a brand-new card.
- **Customs get paid for first.** Always.
- **Never oversell what's inside.** Say what's in the video. If he feels tricked, he charges back.

Taxes

> *"MEANS YOU EARNED OVER 1,000,000."*
>
> *The top reply, with 1,331 likes, when a famous creator said she owed $88K in taxes.*

Every payout that lands	100%
Straight into a separate tax account	a fixed %
What you actually get to spend	**the rest**

An accountant sets the percentage for you. The habit is what matters: every payout, every time, before you spend a dollar. Ask them about setting up a proper business while you're there. It makes the money easier to keep and easier to prove.

Fix 4. *Get your time back*

> *"Posted 3 times a day, 7 days a week for over 3 years without a day off and it just leads to burnout."*
>
> *A creator, about the treadmill.*

- **Film in blocks.** One or two long sessions a week, then post from the pile.

- **Plan a month ahead.** Holidays, themes, what each week sells. Then nobody has to ask you what to post.
- **Don't be one ban away from zero.** Keep a backup account, and a second platform, each set up on its own.

Getting help *without getting trapped*

You're right to be careful. Most of the horror stories are real. Here's what to ask anyone who wants to help, chatter or manager:

RUN IF…

- They want money up front
- They dodge "who texts my fans?"
- They promise to 10× you
- You find out how to leave after you sign
- You have to chase them for numbers

GOOD HELP…

- Gets paid from what you make, after you make it
- Tells you who, and lets you read any chat
- Tells you the first three things they'd change, specifically
- Shows you how to leave, in writing, before you sign
- Sends you your numbers every week without being asked

And do the math out loud. If someone takes a share, they have to grow your page by more than they take. Otherwise you're paying them to stand still.

Your page makes	$10,000
The site takes its 20%	− $2,000
A manager taking half of what's left	− $4,000
You keep	**$4,000**

Example numbers. So a manager on a 50/50 split only makes sense if they can get you well past double. Ask them how, specifically, before you sign anything.

The short version

4 numbers

to check with your chatters, every week.

1 voice

written down, so every shift sounds like you.

Every payout

some goes to taxes before you touch it.

You're not stuck because you're doing it wrong. You're stuck because you've been doing it alone. The next $10K comes from building a system you can trust, and still being able to check it.

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>
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>
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