SCARLET

MEDIA

FREE GUIDE · 10-MINUTE READ

Past $20K

Nothing new is true up here. It's the same system you already run, built bigger, with more to protect.

$20K+ A MONTH

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Yo, I'm Nick. If you're past $20K a month, you already know how to post, sell and keep fans. I'm not going to pretend there's a secret level up here.

Here's how the system works at this size: nothing new is true. It's the same system that got you to $20K, run bigger. More content, a bigger chat team, more ways for fans to find you, and a lot more to protect.

THE SITUATION

Meet Kat.

She's three years in and makes about $22K a month. It's been about that for most of a year.

She has four chatters, but nobody runs them, so she still reads their chats between shoots. Almost every new fan comes from one Instagram account. Her biggest fan spends about $3,000 a month. When he went quiet for two weeks, her whole month dipped.

She hasn't had a week off in over a year, and she's not sure there's any more of her to give.

Kat isn't one person. She's what creators at this size describe when they talk about being stuck.

Why she's *stuck*

Kat's page is a $22K page still run like a $10K one. Everything got bigger except the system holding it together.

HOW KAT RUNS IT

- Four chatters, and she checks them herself
- Films in spare hours, edits at midnight
- One Instagram account brings nearly every fan
- Some money set aside for tax, and hope

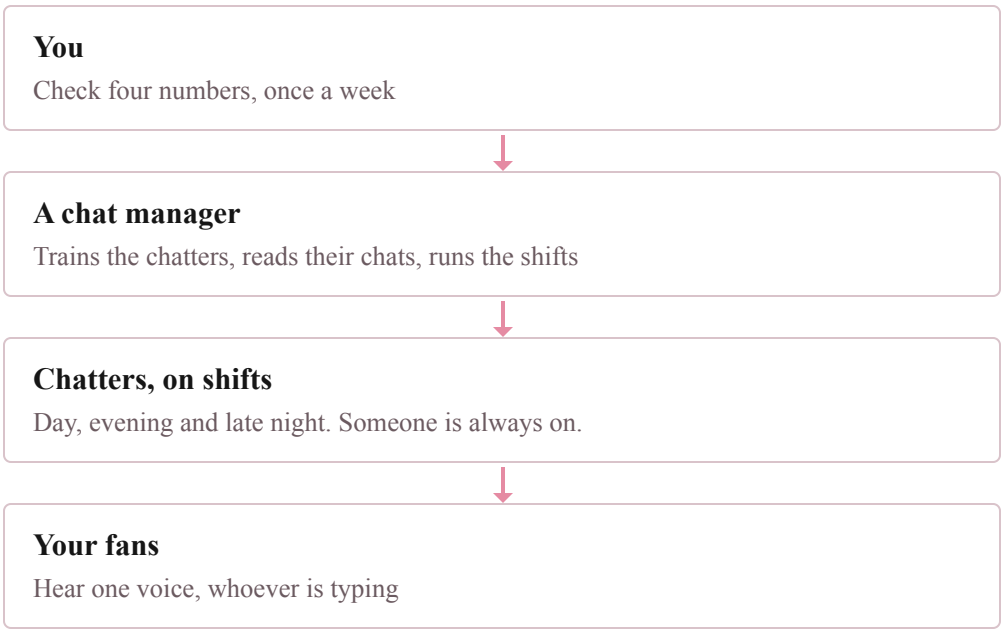
THE SAME THING, BUILT FOR $20K+

- A chat manager runs the shifts. She checks four numbers.
- A production day every week, and an editor
- Two or three real ways in
- A proper business, backups, and a routine

Four fixes. Each one is something you already do, at a bigger size.

Fix 1. *A real team*, with someone in charge

You already have chatters. The bigger version is a team with someone running it, so the person checking the chats isn't you.



- **Cover every hour.** Evenings are busiest, so your best chatter goes there. Keep the day shift staffed even when it's slow.
- **One voice, written down.** Your "never say" list goes to the chat manager, and every new chatter learns it before their first shift.

Your new job: *check four numbers*

Once a week, your chat manager sends you these without being asked.

Under 4 min
to reply, on every shift. Our house rule.

Half
of the offers sent should get bought. 70% is the goal.

$4 to $9
in messages for every $1 in subs. $4 is our floor, $9 is elite.

By source
where each new subscriber came from, so you know which platform works.

These are targets, not promises. If you can't see all four every week, nobody is really in charge.

Fix 2. *Content as a production day*

You already film in blocks. The bigger version is a production day, planned like a shoot, with someone else doing everything after the camera stops.

Instagram, 1 or 2 new videos a day	45 videos
A second platform	30 videos
Posts on your page	20 posts
New sets for your chatters to sell	8 sets
One month	**about 100 pieces**

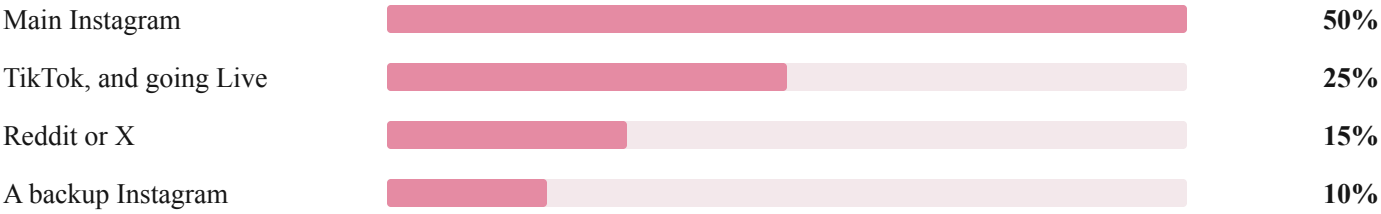
Example numbers. That doesn't come out of spare hours.

- **Write a shot list first.** Every video, outfit and spot, decided before the day.
- **Give away the edit.** Editing and posting are the easiest jobs to hand over. Filming is the one that has to be you.
- **Build a library weeks deep,** so a sick week doesn't stop anything. Keep every raw clip.
- **Still 1 or 2 a day on your main account.** The library is for staying ahead, not for posting more.

Fix 3. *More than one way in*

You already have a backup account. The bigger version is more than one real way for fans to find you.

> *"Reddit account banned after promoting very successfully"*
>
> *A creator, on a channel that worked until it didn't.*



Example numbers: one safer split of where new subscribers come from. Lose any one and it hurts, but it can't zero the month.

- **Add one at a time.** Get the second bringing real subscribers before you start a third.
- **Give every source its own tracking link.** Then you see which one brings guys who spend, not just guys who join.
- **Set each one up on its own.** Its own phone and email, so one ban can't take the rest with it.

Fix 4. *Protect the business*, not just the money

You already put money aside for tax. But at $22K a month, Kat's page is a business making over a quarter of a million a year. Protect it like one.

> **ONCE, NOW**
> Set up a proper business, with an accountant who has worked with creators.
>
> **EVERY PAYOUT**
> Some goes straight to a separate tax account, before you spend a dollar.
>
> **EVERY WEEK**
> Back up new content in two places: the cloud, and a drive you own.
>
> **EVERY MONTH**
> Check chargebacks, and how much came from your top 10 fans.
>
> **WHEN ANYONE LEAVES**
> Change every password they had, that same day.

Your top fans

If your top three fans spend $6,000 of a $22,000 month, more than a quarter of your money rides on three guys. *Example numbers.*

- **Grow the middle.** More guys who spend steadily, so no one guy can sink your month.
- **Don't squeeze them.** Pushing a top fan harder is the fastest way to lose him.

Accounts and leaks

> *"If you do explicit content, leaks are guaranteed"*
>
> *A creator, saying what everyone in this knows.*

- **Could you get back in?** If your phone died tonight, could you log into every account? Fix that now.
- **Give each person only what their job needs.** A chatter doesn't need your real name or your bank login.
- **Search your stage name plus "leaked" every week.** The rest is in our free guide *Stay anonymous*.

Your time, and *not burning out*

> *"content is a chore… my insecurities flare up"*
>
> *A creator, already earning, on burnout.*

Every fix above does the same thing: the page stops needing all of you. You're the one part nobody can replace.

- **Guard your days off.** Two a week with no filming and no chats, and a real week off, planned ahead.
- **Keep only what has to be you.** Filming, and four numbers. Almost everything else can be someone else's job.
- **Think past the page.** Save some of every month, apart from the tax money, while it pays well.

Getting help *without getting trapped*

The bigger the page, the more the wrong help costs. Same questions as at $10K, plus one:

RUN IF…

- They want money up front
- They dodge "who texts my fans?"
- They promise to double you fast
- You find out how to leave after you sign
- You have to chase them for numbers
- They can't say who does what

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
- Shows you the team: who chats, who edits, who posts

And do the math out loud.

Your page makes	$20,000
The site takes its 20%	− $4,000
A manager taking half of what's left	− $8,000
You keep	**$8,000**

Example numbers. On your own you'd keep $16,000. So a manager on a 50/50 split has to take your page past $40,000 just for you to stand still. Ask exactly how, before you sign anything.

The short version

1 team
with someone in charge, so you check numbers, not chats.

1 day
of planned filming a week. Someone else edits and posts.

3 ways in
so one ban can't zero your month.

Nothing up here is new. It's the system that got you to $20K, built big enough that it doesn't need all of you.

> **WANT US TO DO THIS FOR YOU?**
>
> Apply at **scarletmgmt.com/apply**. Nothing up front, everything in writing.
>
> Or DM me on Instagram: **@her.manager**