SCARLET

MEDIA

FREE GUIDE · 8-MINUTE READ

From $3K to $10K

You're doing everything yourself, and you've hit a wall. Here's where the next few thousand are hiding.

$3K – $10K A MONTH

SCARLETMGMT.COM

Yo, I'm Nick. If you're between $3K and $10K a month, you've already done the hard part: guys pay you. Most creators never get there.

But you're stuck, and you're tired. And here's the thing nobody tells you at this level: the fix is almost never more content.

THE SITUATION

Meet Bri.

She's nine months in and making about $5,500 a month. It's been the same number for four months.

She films, edits, posts and answers every message herself, about five hours a night. Half her chats are guys who want to talk for free. Most subscribers stay one month and leave. So she posts more, and her views go down.

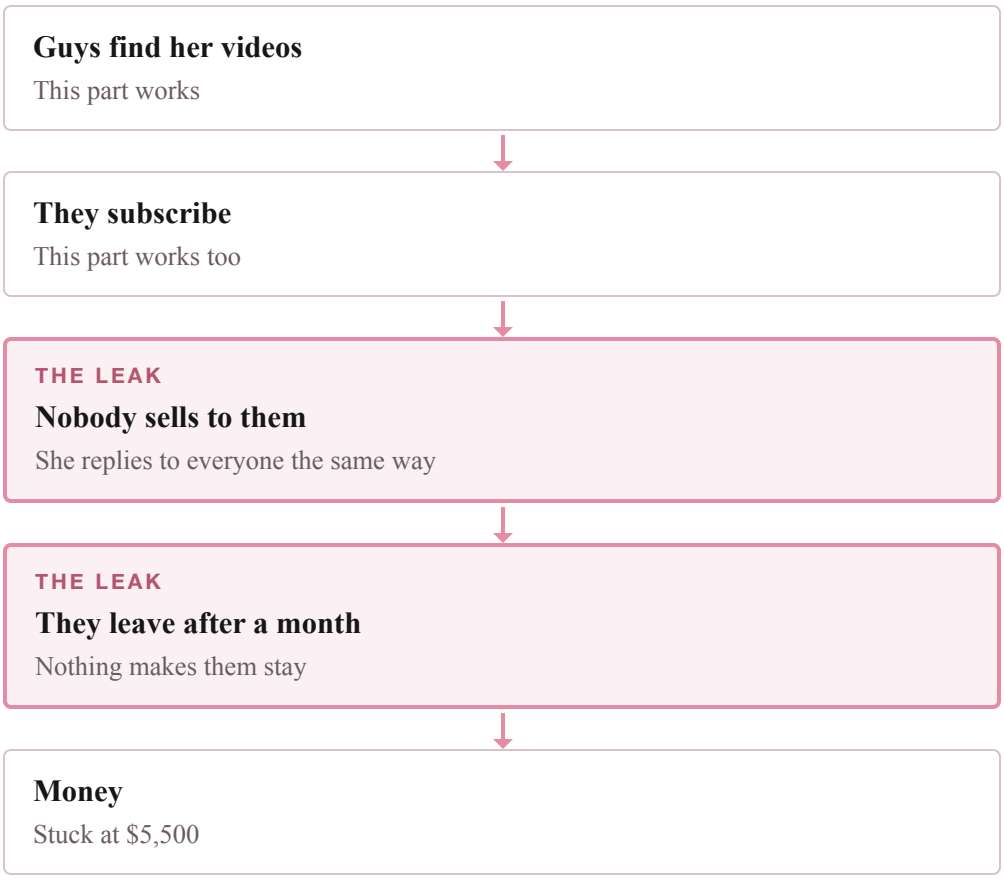
She's thinking about hiring someone. She just doesn't trust anyone.

Bri isn't one person. She's what we hear from creators at this level all the time.

> *"Most of them expect too much, ignore boundaries and treat my time like it's free."*
>
> *A creator, on why chatting eats her whole day.*

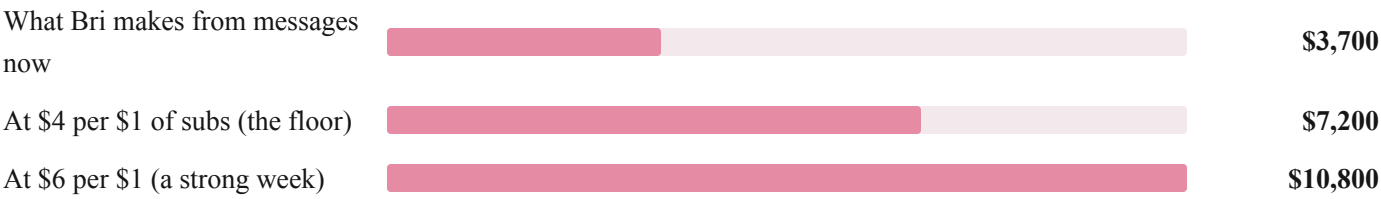
The plateau *isn't a content problem*

Bri gets new subscribers every week. Her leak is what happens after they join.



Here's the one number that shows it. For every $1 a creator makes from subscriptions, she should make **at least $4 from messages**. Our strong weeks run $6 to $9.

Bri's subscriptions	$1,800
Bri's messages	$3,700
Messages for every $1 of subs	**$2**



Example numbers, to show the idea. Same subscribers. Same content. That gap is the next few thousand, and it's all in the messages.

Want your own number? Our free guide *Find your leak* works it out in two minutes.

Fix 1. *Stop treating every fan the same*

In our numbers, about 3 in 4 subscribers never buy anything after joining. The money comes from the other 1 in 4. Bri is giving her five hours to everyone equally, so the guys who'd spend get the same attention as the guys who never will.

BRI'S DMS

- Answers everyone in the order they arrive
- Long free chats with guys who never spend
- The same price for everyone
- Sends her biggest video to a guy who joined an hour ago

A SYSTEM

- Answers the guys who've bought before first
- Friendly, short, and a clear next step to buy
- Prices that step up as he spends more
- Starts him small, saves the big stuff for guys who've bought before

- **Know who's spent.** Your page shows who has bought before. They come first, every time.
- **Price the guy, not the video.** Watch how he reacts to a small first buy. A quiet guy who buys straight away isn't "dry". He's probably one of your best.
- **Free chat has a limit.** If he's dodged two offers and had one free picture, stop chasing. Put him on your mass messages and move on. The only exception: guys who tip just to talk. That's money too.

Five rules for your DMs

1. **Keep notes on every guy.** His name, his payday, what he bought, what he liked. Use one detail next time you offer him something.
2. **Never sell to a sad guy.** If he's venting or upset, just be kind. Sell another day.
3. **Don't cut prices. Change what's in it.** Want to give a deal? Add another video for the same price. Want a cheaper offer? Take something out.
4. **Your message is the last one.** After he buys, say something warm. No new offer straight after.
5. **One follow-up, then silence.** Never double or triple text a guy who didn't answer.

Fix 2. *Give them a reason to stay*

Most of Bri's subscribers leave after one month because nothing makes them want month two.

- **Make it feel personal.** Guys stay for the feeling that they know you. Remember details. Pick up where you left off.
- **Bring back the ones who left.** Let expired subscribers back in for free, then message them two or three times a week. They already paid once. They're the easiest money you have.

- **Don't spam everyone.** If people start leaving faster or stop opening your mass messages, send fewer, not more.

Fix 3. *Film once, post all week*

Bri films every day, so she's always behind. Creators who last film in blocks.

> **ONE DAY A WEEK**
> Film everything. A long session gets you 30 to 40 videos.
>
> **THE REST OF THE WEEK**
> Post one or two of them a day. Nothing new to film.
>
> **EVERY EVENING**
> Set chat times. Not five hours, not on call all night.

- **Set a weekly number, not a daily one.** If you film 35 videos on Sunday, you're not "failing" on Wednesday.
- **Post less.** One or two brand-new videos a day. Posting more made reach worse for us, not better.

Fix 4. *Don't build on one account*

Accounts get banned at this level all the time, often with no warning. If one account is your whole income, one ban is your whole income.

- **Keep a backup account,** set up on its own phone and email, with its own followers.
- **Add a second platform once you're past $5K,** not before. Master one first.

When to *get help*

There comes a point where Bri can't answer every message herself, however good her system is. That's usually around 200 paying subscribers, or about $3.5K a month.

Help can be a chatter, or a manager. Either way, check these before you hand over anything:

WALK AWAY IF…

- They want money up front
- They can't tell you who texts your fans
- They promise to 10× you in 30 days
- You can't see how to leave

GOOD HELP…

- Gets paid from what you make, after you make it
- Tells you exactly who, and lets you read any chat
- Shows you real numbers and what they'd change first
- Puts how you leave in writing, before you sign

And whoever chats for you has to sound like you. Write a "never say" list: your real name, your town, your job, anything off-limits. Then read the chats. Every week.

The short version

$4
in messages for every $1 in subs. That's the floor.

1 in 4
subscribers buys. Find them first.

1 day
of filming can cover your whole week.

You don't need more followers to get to $10K. You need the subscribers you already have to actually buy, and your nights back.

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**