SCARLET

MEDIA

FREE GUIDE · 5-MINUTE READ

Find your leak

Why you're stuck at the same number every month, and the one step that's costing you.

NUMBERS

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Yo, I'm Nick. I'm the numbers guy. If you're stuck at the same number every month, the fix is almost never "post more". Money leaks out at one step, and posting more just pours more in the top of a leaking bucket.

This finds which step. You need about 5 minutes and your last 30 days of numbers.

Every dollar goes through *five steps*

1. **Someone watches a video.**
2. **They tap your name** and look at your profile.
3. **They tap your link.**
4. **They subscribe.**
5. **They buy something after subscribing.**

Lose them at any step and nothing after it happens. Your leak is the step where you lose the most people compared with where you should be.

Where to find *your numbers*

- **Reel views, profile visits and link taps:** Instagram, Professional dashboard, Insights. Set it to the last 30 days.
- **New subscribers:** your page's statistics, same 30 days.
- **Money from subscriptions and from messages:** your page's earnings, split by type. Messages includes paid messages and tips.

Your worksheet

Fill in your last 30 days, then work out each step.

YOUR NUMBERS (LAST 30 DAYS)	
Reel views	
Profile visits	
Link taps	
New subscribers	
Money from subscriptions	$

YOUR NUMBERS (LAST 30 DAYS)	
Money from messages	$

STEP	HOW TO WORK IT OUT	YOURS	OURS
Views → profile visits	visits ÷ views × 100		about 7 in 100
Profile → link taps	taps ÷ visits × 100		about 9 in 100 (rough)
Link taps → subscribers	subscribers ÷ taps × 100		about 1 in 100 (paid page)
Messages per $1 of subs	messages money ÷ subs money		$4 floor, $6–9 strong

Your leak is the step where you're furthest below ours.

Where our numbers come from

They're our own creators' numbers, not a course's. Where we only have a little data we say so, and where we have none we don't make one up.

- **About 7 in 100 viewers tap through to the profile.** Measured 10 times across two creators.
- **About 9 in 100 profile visitors tap the link.** One week of data, so treat it as rough.
- **About 1 in 100 link taps subscribe** on a paid page. That sounds low. It's what we actually see.
- **About $4 in messages for every $1 in subscriptions is the floor.** Our strong weeks run $6 to $9.

What each leak *means*

Views → profile visits

People watch, but they don't want more of you. Talk to the camera like it's just you and him. That makes guys stop scrolling and go look at who you are. Trends and dances don't, because every other girl is doing the same dance.

Profile visits → link taps

They come to look and leave without tapping. Your bio, pinned posts and highlights have to give one clear reason to tap the link. If a stranger can't tell what you're about in three seconds, they're gone.

Link taps → subscribers

They reach your page and don't subscribe. Look at it like a stranger would: the photo, the bio, the price, what they can see before paying. When one of our pages showed nothing to non-subscribers, fewer of them subscribed.

After they subscribe

This is where most creators stuck at the same number are leaking. You get subscribers but you don't sell to them, and most of the money is in messages, not subscriptions.

> *In our numbers, 73% of subscribers who joined at $3.50 never bought anything after joining. Almost all the money came from the other 1 in 4.*

That's why the messages-per-dollar number matters more than how many subscribers you have.

No big leak?

If every step is in line with ours, your setup works. You need more of the right views: one or two brand-new reels a day, in English, aimed at a US audience.

One more number: *paid vs free*

We've run both. In our numbers, a subscriber who paid $3.50 to join was worth about $62 over three months. A free subscriber was worth about $9.

Free pages get more subscribers. Paid pages get subscribers who spend. If you're stuck, check which one you have before you check anything else.

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>
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>
> Or DM me on Instagram: **@her.manager**