SCARLET

MEDIA

FREE GUIDE · 7-MINUTE READ

From $0 to $3K

Nobody's subscribing yet. Here's why, and the order to fix it in.

$0 – $3K A MONTH

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Yo, I'm Nick. If you're making under $3K a month, I'll tell you the good news first: it's almost never your looks, and it's almost never bad luck. It's usually four fixable things, and they have to be fixed in the right order.

Here's what that looks like.

THE SITUATION

Meet Jess.

She started two months ago. She posts six times a day: trends, dances, the sounds everyone else is using. Her page is free because she figured more people would join. Last month it made $180.

Her DMs are full of "agencies" saying they love her content. Her biggest fear is that her cousin finds the account. And she's starting to think the problem is her body.

Jess isn't one person. She's what we hear from new creators every single week.

> *"Got a decent amount of followers… but no one is buying content. I'm so stressed out."*
>
> *A new creator, asking for help online. She's not the only one.*

Jess thinks she has a "not enough followers" problem. She doesn't. Here's where her money is actually leaking.



Problem 1. *The wrong people* are watching

Views feel good. But a view from someone who will never spend a dollar is worth nothing. Dances and trends get views from everywhere, and most of those viewers will never pay.

The guys who do spend want to feel like it's just you and him. So the fix is simple, and it's free:

WHAT JESS POSTS

- Trending dances
- The same sound as every other girl
- Six videos a day
- Copying girls with a million followers

WHAT WORKS

- Talking straight to the camera
- Your voice, like you're on FaceTime with him
- One or two brand-new videos a day
- Your own thing, in a niche guys already love

- **Your first 10 videos decide your audience.** Make them in English, talking to the camera, with American things in the frame. That teaches Instagram who to show you to.
- **Niche beats pretty.** Pick something guys are already obsessed with, where being a girl in it is an advantage: gym, gaming, cars, cooking, whatever is really you.

Problem 2. *Her page is free*

Free sounds smart. More people join. But a guy who joins for free hasn't proven he'll ever spend, and most never do.

We've tested both, and we don't run free pages anymore. We run a $10 page at 65% off, so it's $3.50 to join. That tiny price filters out the guys who were never going to pay.

100 free subscribers who never buy	$0
30 subscribers at $3.50	$105
Before anyone buys a single thing	**$105 vs $0**

Example numbers, to show the idea. The guys who pay $3.50 are the ones who go on to buy.

- **Fill the page before you send anyone to it.** Six or seven videos and ten to fifteen photos. An empty page wastes every guy who taps through.
- **Protect your money from day one.** Don't send an expensive video to someone who subscribed today. Get paid for a custom before you make it. Put some of every payout in a separate account for taxes.

> *"$2000 my first month and $500 in chargebacks."*
>
> *A creator who sent big sales to brand-new fans.*

Problem 3. *She's getting flagged*

Posting six times a day and putting her page link in her bio on day one are the two fastest ways to get an account restricted. When that happens, your videos quietly stop being shown to anyone.

- **One or two new videos a day.** Not six. Not reposts of old ones with small edits.
- **No link for the first 30 days.** Then only through a link page, never your page link straight in your bio.
- **Check Account Status every week.** Settings, then Account Status. Green means fine.

The full setup, step by step, is in our free guide *The Instagram setup*.

Problem 4. *The fake agencies* in her DMs

New creators get swarmed. "Hey, we love your content!" pasted to a hundred girls at once. Most of them want money up front or your password.

RUN IF THEY…

- Want money up front
- Ask for your password
- Can't tell you how to leave
- DM you with a copy-paste compliment

A REAL MANAGER…

- Gets paid from what you make, after you make it
- Shows you every number, every week
- Puts how you leave in writing, before you sign
- Can tell you what they'd change about your page, specifically

You don't need a manager to get to $3K. You need the four fixes on this page. But when you are ready for help, use that list.

And the fear: "*what if someone I know sees it?*"

That's real, and it's fixable before you post a single video: a new phone or a reset one, an email-only sign-up, a stage name, and a corner to film in that nobody has seen on your personal accounts. Hiding your face matters less than hiding your sofa.

Everything is in our free guide *Stay anonymous*. Do it first.

Your *first 30 days*, in order

WEEK 1
Privacy and setup. New phone or reset one, email-only sign-up, stage name, your filming corner. Use the account like a normal person. Don't post yet.

WEEK 2
Your first 10 videos. English, talking to the camera, American-looking. One or two a day.

WEEK 3
Your page. $10 at 65% off. A photo and bio that look like you, not like everyone else.

WEEK 4
Your link, once Account Status is green and the account is old enough. Then check your numbers with *Find your leak*.

What $3K a month *actually is*

$100	3	1 or 2
a day. That's what $3K a month really means.	good fans a day spending around $33 each. Not thousands of followers.	brand-new videos a day. That's the whole posting plan.

Rough math, to show the scale. You don't need to go viral. You need the right few guys to find you, and a page that turns them into buyers.

Be patient with yourself. The first money can come in your first few weeks. Real money usually takes about three months of doing this right. The girls who make it are mostly the ones who didn't quit in month two.

> *"I'm waiting until I'm slimmer and cute."*
>
> *The most-liked comment from new creators we read: 200 likes.*

You don't need to wait. You need a corner, a phone, and the four fixes on this page.

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