



PART ONE • LEAKS 1-5

What's Holding Back Your Earnings?

You already have the content. You already have the fans.
But are you earning as much as you could from them?

WHAT'S INSIDE

- BASELINE** The one number that matters
- CONTEXT** What the platform data says
- LEAK 01** You don't spend enough time in your DMs
- LEAK 02** You reply too slowly, or not at all
- LEAK 03** You chat, but you don't always sell
- LEAK 04** You're not earning enough from the fans you already have
- LEAK 05** You treat every fan the same
- BONUS 01** Creator Worksheet
- WITH US** If you'd rather not run all of this yourself

LEAKS 1-5 BONUS 01 ONLYFANS & FANSLY

BASELINE

Start with one number

Before changing anything, get a baseline.

Open your statistics page. Take last month's gross revenue and divide it by the number of subscribers you had.

\$4,200 ÷ 180 subscribers = \$23 per subscriber

Write it down. That is the number this guide is trying to move.

Now run the same arithmetic forward. Move it from \$23 to \$33 across the same 180 people and you have added \$1,800 a month without a single new follower. Getting there through growth instead would take 78 new subscribers, weeks of promo, and it decays the moment you stop posting.

Most creators track follower count because the platform shows it to them every day. Revenue per subscriber is the number that pays rent.

CONTEXT

A little bit of context 🧐 More fans, less money per fan

Fenix International, which owns OnlyFans, files audited accounts with UK Companies House. For the year ending 30 November 2024:

LINE	FY2024
Gross fan payments	\$7.22bn (up 9%)
Paid to creators	\$5.80bn
Creator accounts	4.63m
Fan accounts	377.5m (up 24%)

Fan accounts grew 24% year over year. Payments grew 9%. More people are arriving and each one is spending less.

Age verification is tightening the same screw. As of August 2026, 27 US states require commercial adult sites to verify age. After the UK's Online Safety Act checks took effect in July 2025, Similarweb measured Pornhub's UK daily visits falling from 3.2 million to 2 million

inside a month. OnlyFans dropped more than 10%.

None of that is under your control. Your revenue per fan is.

1 You don't spend enough time in your DMs

Your wall sells the subscription. Your DMs sell everything else: PPV, customs, tips, sexting, renewals. The subscription has a ceiling. The DMs don't.

Most creators have the split backwards. They spend six hours shooting and thirty minutes replying, then wonder why a fan base of 300 produces \$2,000.

Fix it this week. Put two fixed chat blocks in your calendar, 45 minutes each, and treat them like a shift you can be fired from. Put one of them inside your buyers' evening, not yours. Check your top ten spenders' time zones and schedule around them.

Then stop shooting content live for individual fans. A creator writing in r/onlyfansadvice described building what she calls a girlfriend folder: 20 to 30 pieces of mixed media, photos, short clips and voice notes, sequenced as if captured across one ordinary day. The first few pieces are free and mild. Media type escalates from photos to voice notes to video. Clips end on cliffhangers. Every "which do you want next" question has a clip ready for both answers.

She reported it lifted revenue about 10% and removed her need to shoot in the moment entirely. One run takes twenty minutes of chatting. The same folder works on every new subscriber you will ever have.

WHERE WE FIT

This is the bit we do for people. Our chatters work set shifts, so your inbox keeps going while you're filming, asleep, or having a life.

2 You reply too slowly, or not at all

A fan who messages at 11pm and hears back at 2pm the next day simply is not the same customer. The **mood** has passed, the card is back in the wallet, and three other creators have replied in the meantime.

Response time is measurable, so measure it. Working standards look like this:

- Every new subscriber gets a greeting within a short window of time
- First reply during covered hours in under 5 minutes
- No thread left unanswered overnight without an away message

An unanswered message costs you the sale. An away message keeps the thread warm and can still sell.

AWAY MESSAGE

“filming till about 9 so I’ll be slow for a bit. If you want something specific from tonight’s set, tell me now and I’ll put it aside for you before it goes out to anyone else.”

That message buys you four hours and creates a reason to message him back.

WHERE WE FIT

We work to actual response-time targets, with someone supervising the shift. It's the least glamorous thing we do and it makes the most difference.

3 You chat, but you don't always sell

Plenty of creators have warm, funny, genuinely good conversations that never once contain an offer. The fan enjoys it enormously. He pays \$9.99 a month for it.

Every conversation needs a next step. Not a hard pitch in message two, but a direction.

The clearest example is the custom request. It should take four messages, total:

HIM I'd like to buy a custom.

YOU Great, what's your idea?

HIM My idea is X, Y and Z.

YOU I'd enjoy making this. It's \$150 and I'll have it to you within the week.

Any pushback on price gets one line: *“Ah, too bad. Let me know if you change your mind.”* No negotiating, no justifying, no absorbing the negging. Buyers who write three paragraphs about what they want and then vanish were usually getting off on the conversation, not shopping.

Three closes at different temperatures, so you always have one that fits:

SOFT

"I made something this afternoon I think you'd like more than anyone else on here. Want me to send it over?"

DIRECT

"\$25 and it's yours. Want it?"

DEADLINE 🔥

"It goes out to everyone Sunday. \$20 if you want it before that."

If a thread has run ten messages with no offer in it, you are providing free girlfriend experience.

WHERE WE FIT

Our chatters come from professional sales backgrounds. We adapt that to **your personality** and **your boundaries**, so the close still sounds like you.

4 You're not earning enough from the fans you already have

Growth is the slowest and most expensive lever you own. The fastest one is sitting in your subscriber list right now.

A creator in r/CreatorsAdvice put it plainly:

"I only have 150ish subs give or take but I made \$8000 last month. I think at my highest I had 900ish subs (never cracked 1000) and I somehow was making less money then. I was chasing the \$5 sub being super inauthentic and not actually having any connections, just mass messages and rarely any proper back and forth."

Six times fewer subscribers, more money. It's Reddit, so take the figure with a pinch of salt, but the logic holds and testing it costs you nothing.

Message your recent buyers. A fan who bought a video eighteen days ago is the warmest lead you have, and almost nobody messages him. Pull the last thirty purchases. For each one, send the obvious follow-on offer.

"You liked the shower one. I shot the sequel this week and thought of you before I posted anything about it."

WHERE WE FIT

We work your existing audience, follow up with past buyers, and turn attention you already paid for into revenue. **One person simply doesn't have enough time to engage with every fan, even when managing an OF account full-time. With us, it's possible.**

5 You treat every fan the same

Not every fan is worth the same, and sending all of them the same message trains half your list to stop opening.

Sort your list into four groups and give each one different rules:

GROUP	WHO	WHAT THEY GET
VIP	Top 5 to 10 spenders	Named, personal, priority replies, first access, occasional free content
Repeat buyers	Bought more than once	Targeted offers matched to what they already bought
One-time buyers	Bought once, went quiet	A re-engagement message, then a low-priced entry offer
Lurkers	Never opened, never replied	Removed from sends entirely

Then use the notes field. Both OnlyFans and Fansly let you attach a private note to any subscriber, and it is the single cheapest retention tool on the platform. A Fansly creator described her system:

“MAKE NOTES!!! I will put like what they tell me they like, what they work, etc, and will make it a cheating sheet to text them like personal questions (eg I hope your [cat's name] is doing great! /how was the movie you told me about last week).”

A working note format:

Dave, 41, Manchester. Nurse, nights, off Weds/Thurs. Dog = Bruno. Buys: feet, stockings. Never: dirty talk about his ex-wife. Spend to date: \$840. Best time to catch: 7am after shift.

Ninety seconds of typing turns a stranger into somebody who feels known.

WHERE WE FIT

We identify and prioritise your highest-value fans, past buyers and strongest live opportunities, so the conversations worth the most get the most attention.

Your voice and boundaries sheet

Fill this in even if you never hire anyone. It makes your own chatting more consistent, and it takes about twenty minutes.

01 VOICE

How I open with a new subscriber: _____

Pet names I use / never use: _____

Emoji: heavy, light, or none: _____

Typical message length: _____

Voice notes: yes / no / for VIPs only: _____

Words I never want used about my body: _____

02 PERSONA FACTS

Whatever you tell fans, kept consistent

Age I use: _____

City or region I use: _____

Job or study story: _____

Relationship status: _____

Pets, hobbies, anything fans already know: _____

03

HARD LIMITS

Content I will never make: _____

Acts, roleplay or scenarios that are off the table: _____

Topics never to discuss (real name, real location, family, politics, other creators):

How to shut down a request that crosses a line: _____

04

MONEY

Subscription price and any discount I allow: _____

PPV price bands: photos ____ / short clip ____ / full video ____

Custom rate per minute, and my floor: _____

Sexting session rate: _____

Discounts allowed: yes / no / only for: _____

Discounts never allowed on: _____

05

ESCALATION

When to bring me in personally: _____

Fans only I handle: _____

Red flags to report immediately (threats, doxxing, minors, leak claims, chargeback threats):



If you'd rather not run all of this yourself

We work directly with creators, which is why our rates are lower than the agencies reselling freelancers.

You can hand over the inbox only, or the whole account. You can take a few shifts a week or full 24/7 coverage, and start small and expand later.

What we guarantee is the operation behind your account: a trained office-based team, documented voice and boundaries, live supervision, conversation reviews, structured shift handovers, controlled account access, and clear reporting. Your account, your content, your fan relationships and your payouts stay yours. We invoice separately.

TO GET A PROPOSAL, TELL US

- Which platform you're on
- Whether you handle the inbox yourself or already have help
- Roughly what you're earning per month

Rough answers are fine. You do not need to send your password, your content, or account access.

hello@fanchatting.com

t.me/fanchattingteam

A manager reads your message and replies where you sent it. No call required, no account access needed for a proposal, and if we don't think we're right for your account yet, we'll tell you.

For creators 18+. Your enquiry stays private, and we never identify clients without written permission.