



PART TWO • LEAKS 6-10

What's Holding Back Your Earnings?

Part two: the five leaks that come from selling without a system, and the plan that fixes them.

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LEAKS 6-10

BONUS 02

ONLYFANS & FANSLY

6 Your selling is inconsistent

Most creator revenue is lumpy because the selling is improvised. A big week happens when you happen to feel like it. A quiet week happens when you don't.

Put it on a calendar and the lumps flatten out:

DAY	JOB
Monday	Review the weekend. Who bought, who went quiet, update notes
Tuesday	PPV drop, sent by segment rather than to the whole list
Wednesday	Follow up with Tuesday's non-openers, using a different angle
Thursday	Tip goal or menu push, with a deadline attached
Friday	Expired subscriber reactivation batch
Saturday	VIP day. Personal, unpaid, relationship maintenance
Sunday	Check who renews this week and who has renew-off. Queue next week's content

Nothing in that grid is clever. It is the same jobs happening every week whether or not you feel inspired.

While you are rebuilding, fix the tip menu too. Six items maximum. If it needs scrolling, it is too long. Put one deliberately expensive item at the top that you don't expect to sell, so the item you do want to sell reads as reasonable, and place that target offer in the middle rather than at the bottom. Close with one catch-all line: *"If there's something you want that isn't on here, just ask."*

WHERE WE FIT

Welcome flows, follow-ups, PPV campaigns, expired subscriber reactivation, buyer segmentation, VIP handling and mass DMs, run as a system rather than a mood.

7 You don't follow up enough

Interested fans very often don't buy the first time. They are at work, they are broke until Friday, they opened the message on the bus. Then the thread scrolls away and neither of you mentions it again.

Take your last PPV. Write down how many people unlocked it. Now write down how many of the non-openers you followed up with. For most creators that second number is zero 0 :(

If a follow-up recovers two more unlocks at \$25, that is \$50 for about four minutes of typing. Run it every week and it is \$2,600 a year from a job nobody enjoys and almost nobody does.

Three touches, three different angles. Never send the same message twice.

TOUCH 1 • NEXT DAY • CURIOSITY

"You never opened the one I sent yesterday. It's the one I told you about on Sunday."

TOUCH 2 • DAY THREE • SWEETENER

"Still sitting there for you. I'll knock it to \$15 if you want it tonight."

TOUCH 3 • DAY SEVEN • CHANGE THE OFFER

"Forget that one. I've got something newer and it's more your thing anyway. Want a preview?"

After three, stop and move him to the monthly re-engagement batch. Persistence past that reads as desperation and costs you the renewal.

WHERE WE FIT

We don't let leads walk away. Our chatters follow up, revisit old conversations and reopen opportunities instead of letting them expire.

8 You're afraid of selling too much

The fear is usually misdiagnosed. Fans rarely object to being sold to. They object to being sold the same untargeted thing over and over by someone who clearly hasn't read a word they wrote.

A fan who bought foot content three times does not find a fourth foot offer annoying. He finds your generic Sunday blast annoying, because it proves he is on a list.

A rhythm that keeps it comfortable is give, give, ask. Two messages that cost him nothing, a reaction to something he told you, a photo you just liked, a voice note about your day, then one offer. Segmenting does more for this than restraint does. Sending three offers a week to the right forty people feels like less pressure than one offer a week to everyone.

When someone does push back, don't apologise and don't retreat into free content:

"Fair enough. I'm not going to push it. I do sell here, that's the job, but I'd rather send you things you actually want. Tell me what you're into and I'll stop guessing."

That answer holds the boundary, keeps the sale possible, and usually gets you information worth more than the sale. Feel free to adjust the wording however you see fit, but you get the idea.

WHERE WE FIT

You create the content, we handle the selling. Trained chatters turn conversations into offers without making every DM read like a pitch.

9 You don't have a real retention strategy

Your business is a pipeline, and money leaks at the joins:

VISITOR → FOLLOWER → SUBSCRIBER → BUYER → REPEAT BUYER → VIP → RENEWAL

Find your leak before you fix anything:

STAGE	ASK YOURSELF	USUAL LEAK	FIX
Visitor → Follower	Does my promo give a reason to follow that is specific to me?	Generic nudity that gets consumed for free	Personality-led posts, safe-for-work first. One creator who deleted her “naughty little slut” positioning and posted her dog, a hike and a mushroom photo moved from top 30% to top 3%
Follower → Subscriber	Do they know what's behind the wall?	A bare link and nothing else	Signal volume of content, which is what buyers actually check. On Instagram, put the link in a story highlight, since link-in-bio aggregators with NSFW destinations now get reach-limited
Subscriber → Buyer	Is there an easy, cheap first purchase?	The first offer is a \$50 video	Build rungs: safe-for-work promo, lewd wall, cheap topless unlock, expensive explicit PPV
Buyer → Repeat Buyer	Did anyone message him after he bought?	Nobody did	Thank-you inside 24 hours, related offer inside 72
Repeat Buyer → VIP	Does he have a name in my notes?	He's a username	Notes, personal detail, priority replies
VIP → Renewal	Is his renew-on?	Never checked	Check weekly. Message every renew-off VIP before the rebill date

Renew-off VIPs are the cheapest save available to you, and almost nobody checks the list. A Fansly creator running a differentiated \$50 tier reported “*all of them have renew on*”, and renewals are the closest thing to predictable income this business offers.

Reactivation for expired subscribers, sent as a Friday batch:

“Your sub ran out about three weeks ago and I noticed. I've put together everything you missed while you were gone. First month back is half price if you want it.”

WHERE WE FIT

Retention is what an experienced team does that a solo creator rarely has hours left for. We work the whole pipeline, not just the inbox.

10 You're trying to do everything yourself

Creating, editing, posting, promoting, chatting, selling and following up is seven jobs. One person doing all seven does most of them badly, and the one that suffers first is always the inbox, because it's the only one with no deadline.

Do a time audit before you decide anything. List every task from last month with the hours it took and the revenue attached to it. If you earned \$6,000 across 200 hours, you're working at \$30 an hour. One creator running the same exercise monthly summarised what she found:

“Monthly ‘what made money this month’ audit. 80% of revenue often comes from 20% of content/activities. Cut the rest mercilessly.”

Then split the list in two. Nobody else can be you on camera. Plenty of people can post at 9am, chase a non-opener, or work through an expired-subscriber list on a Friday.

Your first 30 days

Four weeks, in order. Each week builds on the one before it.

01 Week 1: measure.

Calculate revenue per subscriber and write it down. Run the 80/20 audit on last month. Sort your list into VIP, repeat, one-time and lurkers, and stop sending to lurkers. Turn off social media DMs, where the conversion is near zero and the legal risk isn't.

02 Week 2: fix the ladder.

Archive anything sellable off your free wall. Make sure your escalation has four rungs. Rebuild the tip menu to six items with a decoy at the top and your target offer in the middle. Raise your prices, and tell your best spenders before you do it, not after.

03 Week 3: build the assets.

Shoot and sequence one 20 to 30 piece narrative folder. Batch and queue a month of wall content in a single day. Write your voice and boundaries sheet. Start attaching notes to every fan who tells you anything about himself.

04 Week 4: run the system.

Put the weekly grid from section 6 into your calendar. Work the last thirty buyers with a follow-on offer. Send a reactivation batch to everyone expired in the last 90 days. Set up the three-touch follow-up on your next PPV.

Then recalculate revenue per subscriber and compare it to the number you wrote down in week one.



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.

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