



# Patreon

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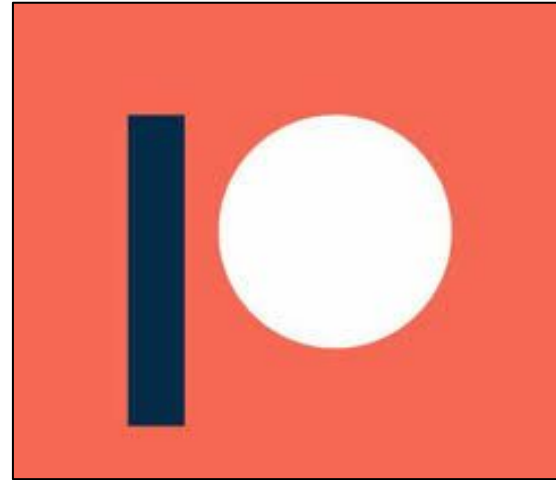


# What is patreon

- ❖ Patreon is a membership platform that makes it easy for creators to get paid
- ❖ **For Creators:**
  - Patreon is a way to get paid for creating the things you're already creating
  - Includes videos, music, podcasts, art, etc.
- ❖ **For Patrons:**
  - Patreon is a way to join your favorite creator's community and pay them for making content

# How Do You Use Patreon?

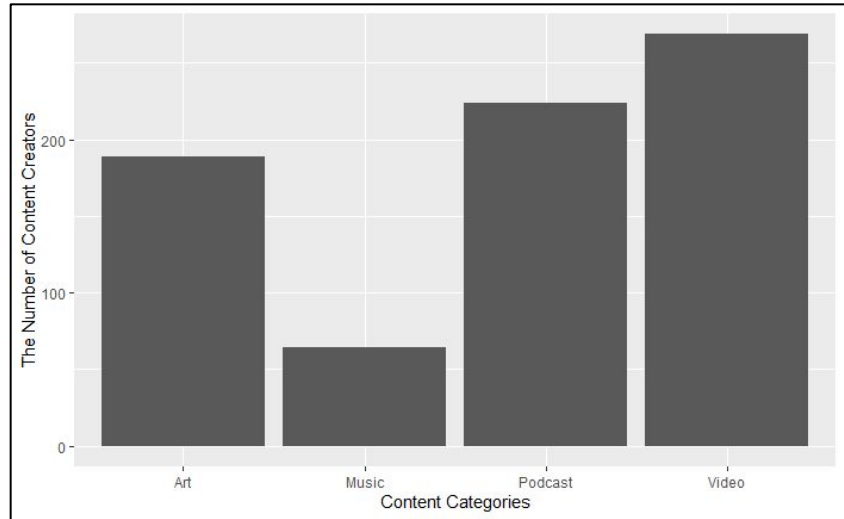
1. Create an account
2. Choose a campaign
3. Be consistent and patient



# Which Categories are the Most Popular?

From the most popular to least:

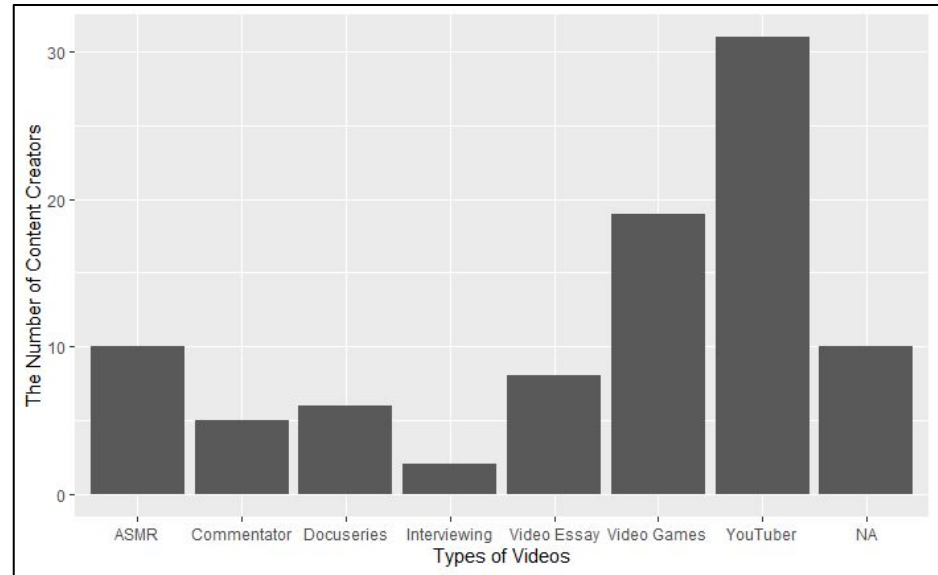
- ❖ Videos
- ❖ Podcasts
- ❖ Art
- ❖ Music



# Which Subcategories are the most Popular?

From the most popular to least:

- ❖ Youtube
- ❖ Video Games
- ❖ ASMR
- ❖ Other

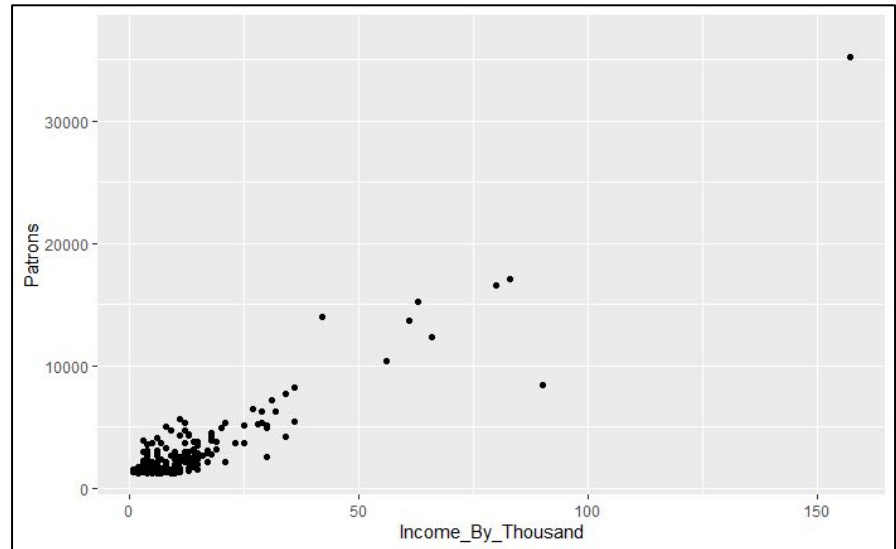


# How should you manage your content?

- ❖ Upload and update your content regularly
- ❖ Either have a monthly or yearly subscription for the most profits
- ❖ Set goals

# How much money will you make?

- ❖ It takes about 3-4 years to make sustainable profits
- ❖ Average tiers combined are \$4.25
- ❖ The average amount is \$13,000+



# Conclusion

- ❖ Out of the main categories, videos produce the most profits
- ❖ Out of the subcategories, YouTube videos and video games make the most profits
- ❖ It takes 3-4 years to reach profits of \$13,000+
- ❖ Monthly based subscriptions are best
- ❖ Average tiers combined are \$4.25