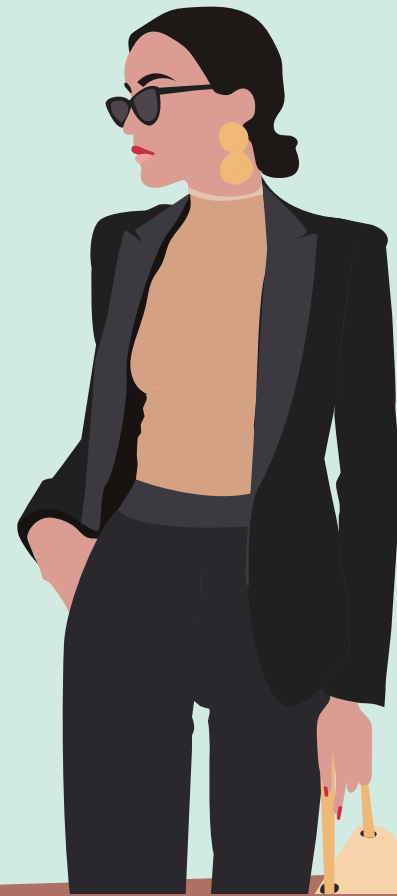


The Art of the Side Hustle – A Guide to OnlyFans



An Intermediate Camming Course

INTRODUCTION

A side hustle is an entrepreneurial activity outside of your normal day job that generates extra income so that you can reach your financial goals faster.

In this course, we are going to give you a run-through of OnlyFans as a side hustle. This can become a money-making machine on top of your camming career. Make that money, honey!



What is OnlyFans?

OnlyFans is a social media website where creators charge a monthly fee for fans to follow their account. After paying your subscription fee, users gain access to your feed where they can view your exclusive content.

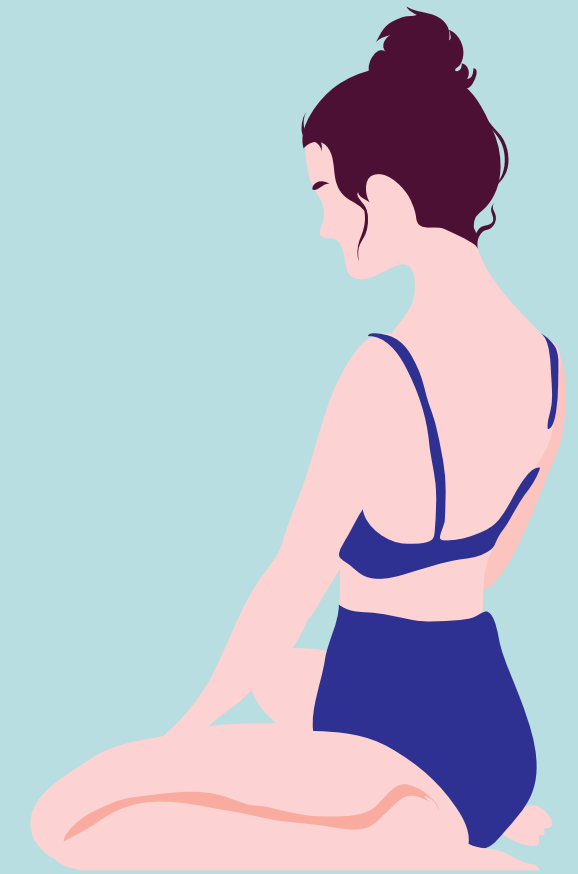
Creators keep 80% of the money generated by their account, whilst the remaining 20% goes to OnlyFans.

OnlyFans is very popular in the adult industry due to its unrestricted content policy, however it also hosts successful content creators from other genres such as physical fitness and modelling.



Getting Started

To set up an account, all you need is your name, email address, and password. You can edit your profile to say whatever you would like, choosing your username, display name, bio, location, etc.



Selecting an username and display name that is the same as your camming name is recommended:

Username = This name will appear in your URL and “@”. For example if your username is “babygirldevil” your URL will be onlyfans.com/babygirldevil

Display Name = This is the name that shows up above your username on your feed and your profile, since this is not a username you can add spaces and make it look more attractive, so it can be “BabyGirl Devil”, for example.

This profile you created is as a fan by default. You can view the free content available, however, you will need to add a credit card in order to subscribe and see the majority of the content. On the creator side of things, you will need to add banking information in order for you to get paid.

ADDING YOUR BANKING INFO

Adding your bank account is done in 2 stages:

1. Submit your personal details and ID photo (passport, ID card, drivers license) to verify your age and identity
2. After your account is approved, add your bank account and set your monthly subscription price.

The default payout method on OnlyFans is Direct Transfer through your visa card. This is an Original Credit Transfer (OCT), a new payment system which is faster and cheaper than bank transfers, allowing you withdraw as little as \$20 and receive it within 3 business days.

The only other payment option is International Bank Transfer (SWIFT). To be paid by bank transfer, your account has had to have made \$200 for payout, so it may take longer to receive payments.



TYPES OF CONTENT

OnlyFans is known for its sexy content, but you can post a wide variety to show your persona, including:

- Fitness Coaching
- Fashion
- Travel Blogging
- DIY Tutorials
- Beauty
- Gaming
- Recipes & Cooking Tips

Make sure to read the terms of service before posting any content. OnlyFans has restricted topics and words that you cannot be used on the platform. Also, consider the language that you are using and be open to all audiences. That means posting in gender neutral and sexually fluid terms, so that you cater to everyone.



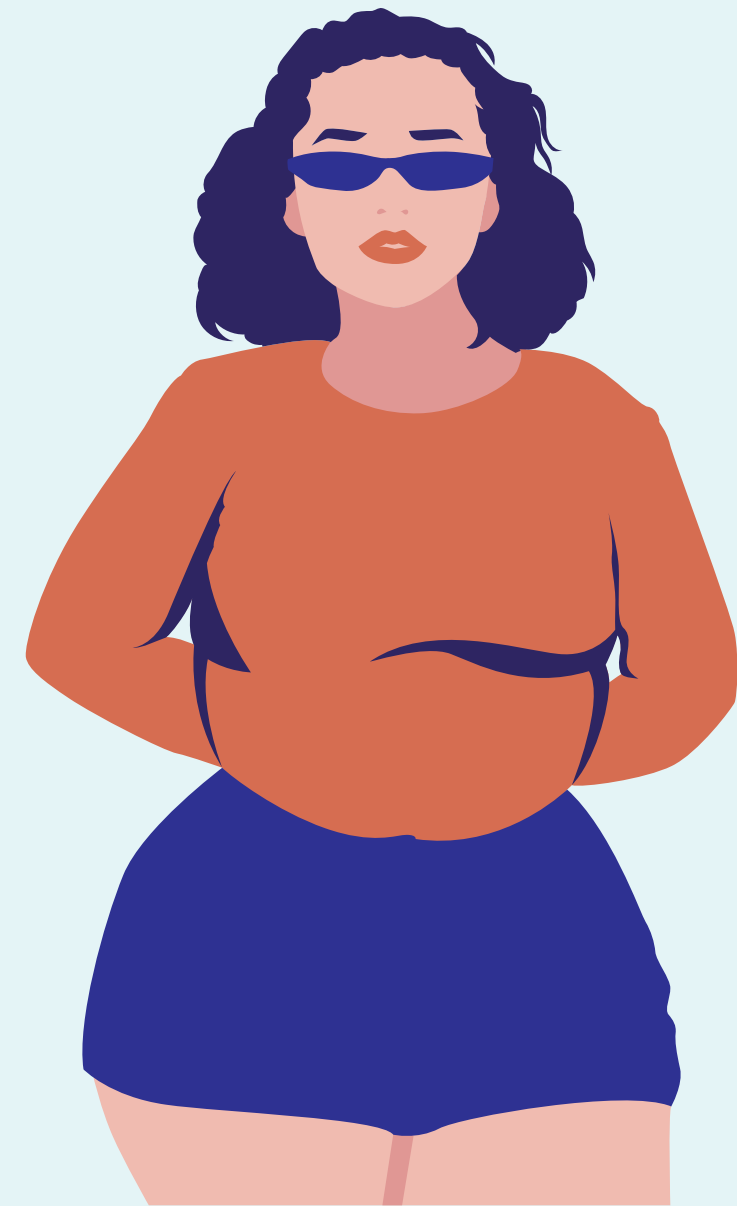
CONTENT CREATION

Now that your OnlyFans account is fully setup, it is time to start posting content to your feed. Since your fans are paying for access to your content, you want to make sure that you have a reasonable amount of content available. There are a ton of ways to post content including: **status updates, photos & videos, voice recordings, polls, live streaming, story highlights, messages, and custom content.**

Some content ideas are:

- New sex toy unboxing
- Pets doing something funny
- Meal/recipe video
- “Ask me anything“ video
- New lingerie fashion show
- Sexy story time through audio clips
- What’s your favorite “x“? poll

Your monthly subscription fee is not the only way you can make money on OnlyFans, you can make money through tips and Pay Per View content.



SUBSCRIPTION PRICING

Pricing is one of the trickiest parts to master, and will most likely change as your experience on OnlyFans evolves. At the end of the day, YOUR pricing is completely up to YOU.

By default your subscription price is set to “Free” and the minimum subscription price you can set is \$4.99. The recommended starting off price range is between \$7.99 – \$14.99, while running promotions for \$4.99 – \$6.99.



You want to have a balance where it’s not too expensive for new subscribers to join but you are still making enough money for it to be worthwhile. Consider the quality of your content, the frequency of your posts, the costs to create the content (this includes your time), and what you feel your work is worth.

TIPS & TIP MENUS

Fans can send you tips by clicking the dollar icon under your posts or they can tip you through the messages. If you post high quality content, don't be afraid to ask your fans to like your posts and tip you if they enjoy your content.

When selling both physical and digital content, create a tip menu and list your items for sale plus the tip fee. Pin your tip menu to your profile and tell your fans to let you know what they're tipping you for. Make sure you set appropriate time aside to do/send/create the things in your tip menu.

An example tip menu:

You can buy my fitness plans by tipping me in the messages, if you are purchasing a physical product please send me your name and address. Thank you!

Digital products:

Standard 7 day workout plan (PDF file) – \$20

Custom 7 day workout plan (PDF file) – \$70

Physical products:

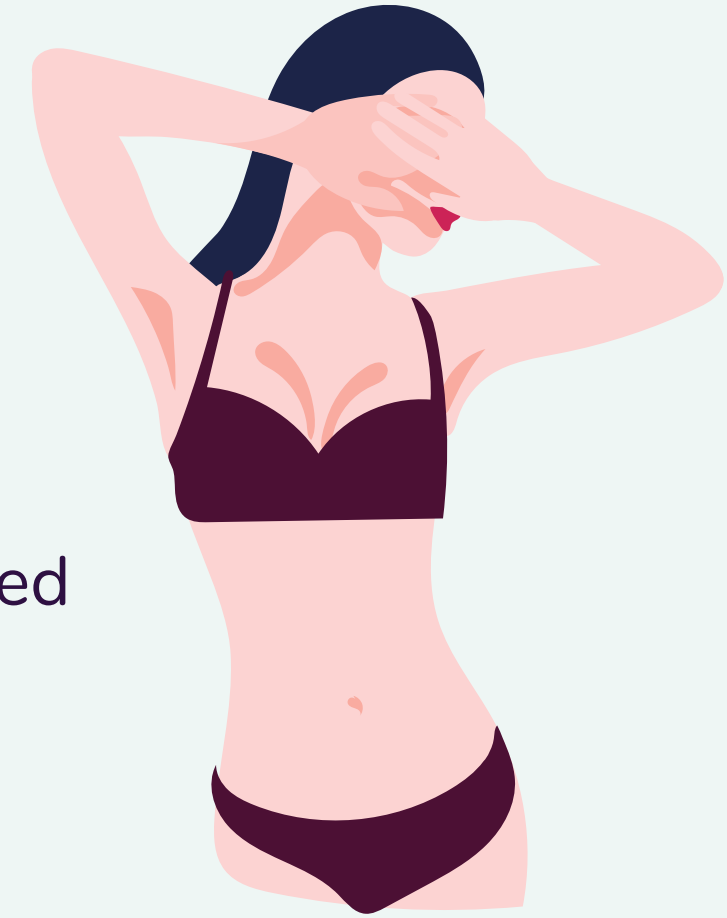
Workout Tank Top – \$15

Workout Booty Shorts – \$18

When you send me a tip, please let me know what you are tipping me for.



PPV MESSAGES



You can also send out PPV (pay-per-view) messages to your subscribers. These are price locked so your fans can only view it if they pay. You can send photos, photo sets (up to 20 photos), audio tracks and videos to individual members, all your subscribers, or select subscribers who have subscribed in the last 24 hours. The minimum price you can set is \$3.

You can also send PPV messages to a specific subscriber, for example you might have a subscriber who requested a custom photo or video for \$50, in this case you would send the PPV message to that fan exclusively.

Your fans will be able to see what type of PPV content you have sent, without seeing the actual content itself. For example if you send them a video, they will see a blurred out preview image with the word “video”, the length of the video and the price to unlock it.

If you sent your fans a locked photo message they will see a blurred out preview, the word “photo” and the number of photos included in the message, as well as the price to unlock it.

As mentioned earlier, if you have a free OnlyFans account you can also price lock your posts which will require your subscribers to pay for that particular post before viewing it.

EXCLUSIVE CONTENT

You can use the OnlyFans mass messaging feature to provide exclusive content to your current subscribers. Instead of posting content on your feed for future subscribers to see, you can send a video, photo or a message to all of your current fans.

Since the content won't be on your feed, only current subscribers will have access to it, making it exclusive. You can use this strategy on your social media accounts to gain new subscribers.

For example you could post this to Twitter:

“For the next week only my subscribers will receive *exclusive content example*, after next week it will no longer be available”.

When you send a mass message, your current subscribers will always have access to the content included in the message, even if they haven't checked their account for a few days. For this reason, mass messages are a good way to ensure your current subscribers don't miss out on exclusive content.



SOCIAL MEDIA PROMOTION



SnapChat:

Look for popular Snapchat accounts with viewers who would be interested in your content. You can try 'SFS' - shoutout for shoutout. With this promotional method you would pay big creators to repost your content to drive up your own numbers, with either money or cross-promotion.

Reddit:

Create an account and look for subreddits related to the type of content that you post.

Before promoting yourself on a subreddit make sure you read the subreddits rules, some subreddits allow self promotion whilst other don't. You also want to promote your account on multiple subreddits to increase your exposure.

Instagram:

Create a story with a “swipe up” caption linking to your OnlyFans account or post a photo or video to your page with the caption "click the link in my bio". If your account contains adult content, make sure your story doesn't contain nudity or use emojis to cover the nudity.

Twitter:

Connect your Twitter account so new posts are automatically shared with your followers. (Image).

To increase your click through rates, every time OnlyFans posts to your Twitter account, click on the tweet and choose “Retweet with Comment”. Then add a caption or summary along with an eye catching image, gif or video.

USEFUL TIPS

- Create your content in advance and schedule it to appear later on your feed. This keeps your feed active, especially during times when you might be too busy to add new content.
- Send an automated custom welcome message to every new fan who subscribes to your OnlyFans account. Before you can do this you need to activate the feature in your settings.
- Make sure to include your camming sites in your OnlyFans bio
- Tell people when your birthday is. Create special content for this day and make a big deal about it. This is a great way for people to send tips or to get new subscribers.
- For your starting content, pace yourself! Don't use all your ideas in the first month, but rather, get people excited, pique their interest, and boost engagement.



Let's talk!

EMAIL ADDRESS

monica@lovense.com

CONSULTATION HOURS

9 AM to 6 PM,
Monday to Friday



Reach out if you have comments,
questions, and more