

HARD WORK STARTER KIT

SIGN YOUR FIRST HIGH-EARNING CREATOR IN 7 STEPS



BY MOE FOUNDER OF
MONEYMODE

THIS IS NOT MOTIVATION. THIS IS A CHECKLIST. DO THE WORK.

READ THIS FIRST

If you're looking for shortcuts, hype, or "passive income," stop reading now.

- Creators are printing money.
- Managers with systems are taking a real cut.
- Everyone else is watching from the sidelines.

This guide is for executers, not spectators.

Read it carefully. Apply it properly. Then keep going.

MY NAME IS MOE.

I run a creator management agency with a 30+ person team and a roster of creators doing anywhere from 5k to 50k+ a month. I'm not guessing. This is what I do every day.

In the last 12 months, I built a 30+ person team and helped creators reach consistent 5k to 50k+ months.

This starter kit is the exact 7-step checklist I'd give to a younger version of myself if he wanted to sign his first serious creator in the next 30 days.

You're not going to launch a "perfect" agency with this PDF. What you will have by the end is:

- A clear lane
- A basic offer
- A professional profile
- A daily outreach target
- A simple script for your first calls
- A minimum backend so you don't drown the second someone says yes



Moe Money



This starter kit gives you the exact 7 steps, scripts, and call structure to sign your first creator fast.
Do the steps, then grab the full Blueprint when you're ready to go all in.

Use this as a start, not a trophy.

*Want my full templates and the real system?
Apply [here](#):*

DM 'START'



Mo Money



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Do one step per day. Don't binge. Execute.

STEP 1

CHOOSE ONE TYPE OF CREATOR TO SERVE

The fastest way to stay broke is to say “I’ll manage anyone”.

Serious creators want to feel like you understand their world better than the average DM spammer.

Pick one lane for your first 1–3 clients:

- Fitness creators
- Cosplay / gamer girls
- “Girl next door” lifestyle creators
- Couples
- Male creators with a strong female audience
- TikTok / Twitch personalities

Your lane decides:

- The content style
- The kind of fans you’re dealing with
- The price points and offers you can push

Action:

- | Pick ONE lane you genuinely like.
- | Write a one-sentence positioning line:

"I help [TYPE OF CREATOR] turn their audience into consistent subscription and high-ticket income."

You'll use that sentence in your bio, your DMs and on calls.

- ✓ Time required: 15–20 minutes
- ✓ Done looks like: You have one clear creator lane and a positioning sentence written and saved.
- ✓ Next move: Update your profile using that positioning.

STEP 2

FIX YOUR PROFILE IN 30 MINUTES

Creators stalk you before they reply. If your profile looks like a meme page or a ghost account, you're done. You don't need a perfect brand. You need to look like a real person with a real plan.

Non-negotiables:

1. Clear name:

Moe | Creator Agency Operator

2. One-line bio based on Step 1:

I help [TYPE OF CREATOR] scale subscription revenue with systems, not spam.

3. One link (even if it's just a simple Typeform/Google form or email) so you don't look like a random fanboy.

4. 3–6 pinned posts or highlights that show:

- Results or screenshots (blur names if needed)
- Short talking head clip of you explaining the model
- A simple "Want to work with me?" post

Action:

- | Clean your bio
- | Delete weird old posts
- | Pin 3 pieces of content that say "I'm here to make money with you, not watch you."

If you want my exact templates and scripts, grab the full Blueprint [here](#).

DM 'START'

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|--------------------|---|
| ✓ Time required: | 30 minutes |
| ✓ Done looks like: | Your profile clearly shows who you help, how you help them, and how to contact you. |
| ✓ Next move: | Build your first outreach list. |

STEP 3

50 PROSPECTS, NOT 5,000

Most beginners “research” for three weeks and DM three people.

Your first goal: build a list of 50 qualified creators in your lane.

Qualified means:

- Active on IG/TikTok
- Already posting consistently
- Already doing some kind of subscription / link in bio
OR clearly could

You do not need hundreds to start.

You need 50 to talk to, then the skill to follow up like a professional.

Action:

1. Make a simple sheet with:
 - | Handle
 - | Follower count
 - | Link in bio (yes/no)
 - | Notes (country, vibe, content type)
2. Fill it with 50 names by tonight or tomorrow.

No list → No money.

Copy the tracker:

Name	Instagram Handle	Followers	Link in bio (Yes/ No)	Notes

*Watch the proof breakdown + exact playbook [here](#)
DM 'START'*

- ✓ Time required: 45–60 minutes
- ✓ Done looks like: A list of 50 qualified creators ready to be contacted.
- ✓ Next move: Start messaging.

STEP 4

THE FIRST MESSAGE AND FOLLOW UP

First message:

“Hey [Name], quick question.

I run a small creator management agency – we help [TYPE OF CREATOR] turn their existing audience into more subscription and VIP income without them being glued to DMs all day.

I’ve been watching your content and I’m confident I could help you increase your monthly revenue with a better backend.

If you’re open to it, I’d love to send you a short Loom or hop on a quick call and show you what I see. No pressure.”

Fitness Creator Version

“Hey [Name], quick question.

I help fitness creators monetize their audience beyond just posts — subscriptions, VIP, and backend offers. I’ve been looking at your page and see a few easy wins. Open to a quick Loom or call?”

Lifestyle Version

“Hey [Name], quick question.

I help lifestyle creators increase subscription and VIP income without living in their DMs. I’ve been watching your content and see some backend gaps that could add real monthly upside. Open to a quick breakdown?”

Follow-ups (spaced days apart):

1. "Dropping this again in case you missed it – I've got a couple of ideas for [their handle] that I think could add a few k/month just by fixing the backend."
2. "Last nudge from me – if you ever want to see how I'd scale your page, just reply 'BREAKDOWN' and I'll send you a quick overview."

Action:

|Send 20 DMs per day minimum from your 50 list.
|Track who replies, who opens, who ignores.

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| ✓ Time required: | 20–30 minutes per day |
| ✓ Done looks like: | 20 DMs sent and logged for the day. |
| ✓ Next move: | Book calls with anyone who responds positively. |

STEP 5

DON'T WING THE CALL

When someone says “sure, let’s talk”, this is the structure:

1. **Discovery (10–15 min)**

- How long have you been doing content?
- What are you currently making from subscriptions / tips / VIP?
- What’s working, what’s frustrating you?

2. **Vision (5–10 min)**

- If everything was working properly, what would “good” look like to you?
- How much would you like this page to be making monthly?

3. **Diagnosis (5–10 min)**

- You summarize: “Here’s where I think you’re leaving money on the table...”
- Talk about missing systems: chats, funnels, offers, content strategy, team.

4. **Offer (5–10 min)**

- “Here’s what I’d do if we work together...”
- High level: handle strategy, chats, marketing, reporting.
- Revenue share structure.

5. **Decision**

- “Based on everything we talked about, I’d be excited to work with you. Do you want to go ahead and test this together for the next X months?”

Closing line:

"Based on everything we covered, I know exactly where revenue is being left on the table, and I'm confident I can fix it. The only real question is whether you want to test this together now or keep running things as they are. If you're open to it, let's move forward and start for the next X months."

Your job is not to beg. Your job is to be the calm professional with a plan.

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| ✓ Time required: | 20–30 minutes per call |
| ✓ Done looks like: | A clear yes, no, or follow-up decision at the end of the call. |
| ✓ Next move: | Prepare your backend before onboarding. |

STEP 6

BUILD JUST ENOUGH SYSTEM TO HANDLE “YES”

If a creator says yes and you have no backend, you will panic and underdeliver.

At minimum before your first “yes”, have:

1. A simple agreement template (even 1–2 pages is better than nothing).
2. A basic onboarding form (Google Form / Typeform) with:
 - Personal info
 - Brand, boundaries, what they never want to do
 - Links to all socials
 - Content preferences
 - Logins / access process
3. A basic tracking sheet:
 - Daily revenue
 - New subs
 - Top performing content
 - Notes

The full Blueprint goes deep into contracts, QCs, KPIs, and tools like Infloww. What you have here is the foundation, enough structure to operate cleanly, sign your first creator, and move forward.

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| ✓ Time required: | 60–90 minutes |
| ✓ Done looks like: | You can onboard a creator today without panic or chaos. |
| ✓ Next move: | Execute the 7-day plan. |

*Want my exact onboarding form + tracker template?
Grab it [here](#).*

DM 'START'



STEP 7

YOUR FIRST 7 DAYS

Day 1 – Fix your bio, clean your profile, and write your one-line positioning.

Day 2 – Build a focused list of 50 creators in your chosen lane.

Day 3 – Send your first 20 DMs. Track replies, opens, and ignores.

Day 4 – Send 20 more DMs. Follow up with anyone who opened but didn't reply.

Day 5 – Post one piece of content about what you're building. Send another 20 DMs.

Day 6 – Run short calls with interested creators. Refine your pitch based on objections.

Day 7 – Send final follow-ups. Review what worked, what didn't, and tighten your script.

KPIs for the Week

- | DMs sent: 100+
- | Follow-ups sent: 20–30
- | Conversations started: 5–10
- | Calls booked: 1–3

If you hit these numbers, the system is working.
If you don't, adjust the message, not the effort.

- | | |
|--------------------|--|
| ✓ Time required: | 60–90 minutes per day |
| ✓ Done looks like: | Outreach completed, calls booked, data reviewed. |
| ✓ Next move: | Repeat what worked and tighten what didn't. |

If you're serious, DM 'START' to my IG and I'll send the details

IF YOU WANT THE REAL PLAYBOOK

If this starter kit already woke you up, The Hard Work Series: Creator Agency Blueprint is where you get the full system.

Inside the Blueprint, I break down:

- How I structure deals with creators
- Exactly how we run chats and upsells
- How QCs, chatters, and managers fit together
- Our KPIs, examples, and reporting rhythms
- How we build long-term creator relationships without burnout

This is the same system I use daily to run a real creator management operation — not theory, not templates pulled from the internet.

If you're serious about building a real agency (not just firing DMs in the dark), this is the next logical step.

What happens next:

You get instant access to the full Blueprint so you can implement the systems immediately.

The longer you delay building systems, the more time you spend guessing. This is the difference between moving with structure and staying stuck.

That's it.

No hype, just the system when you're ready to run it properly.

DM 'START'



[Apply for the Blueprint call](#)