

* airpen

Creators Monetization

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The creator monetization on Airpen defines all the ways to make revenues from your content on Airpen.

As of **July 2023** there are 2 major ways to make revenues:

- **Earn revenues while writing on Airpen**
- **Leverage & Monetize your audience to earn more, without efforts**

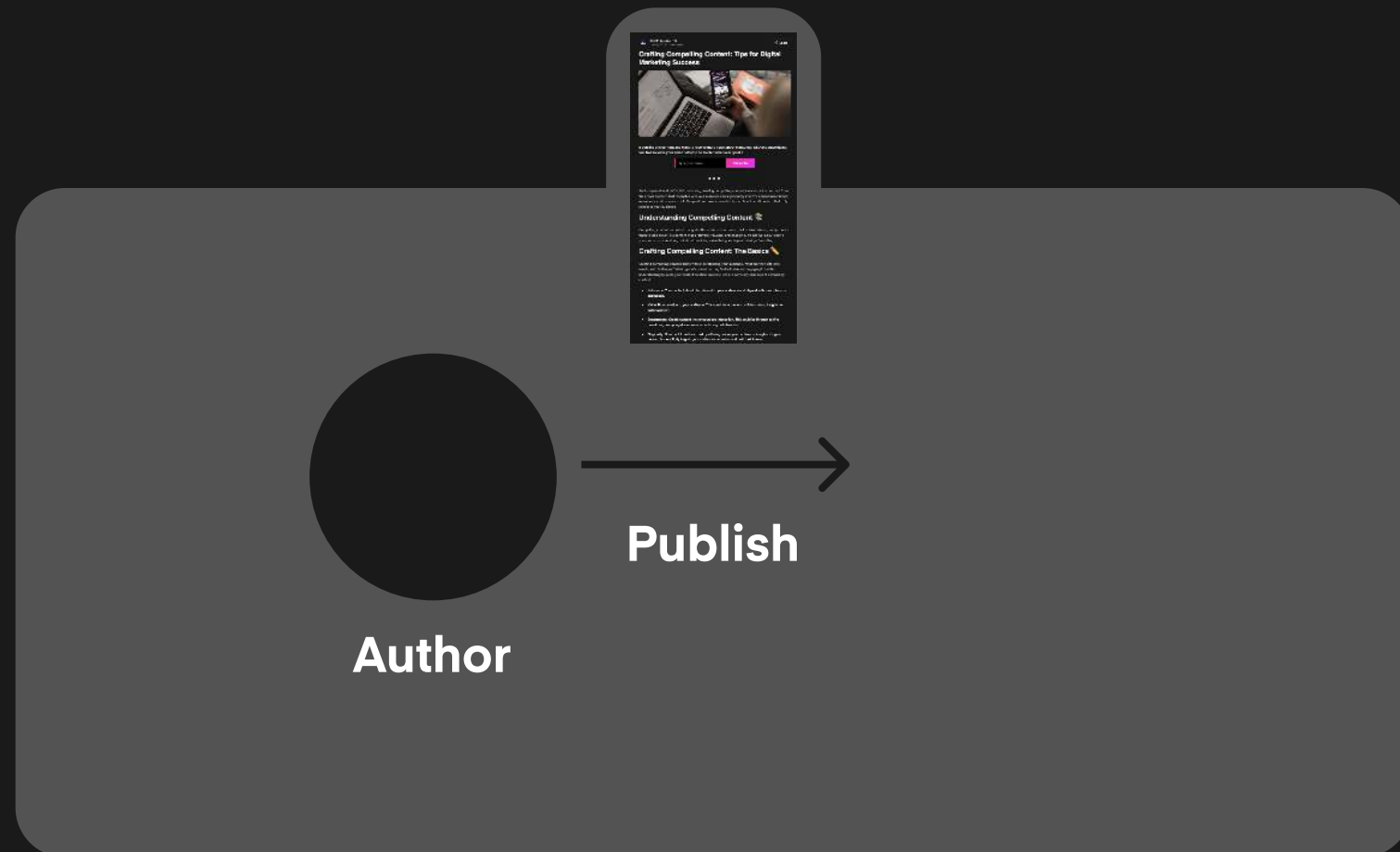


Earn revenues while writing on Airpen

1.1 - Publish on Airpen

1.2 - Set the revenue settings

The revenue settings define the settings of the money flow generated by your content



- Price to unlock content
- Enable referral & split revenues ?
 - Set a referrer reward %
(this is the % of the content price that the referrer will earn each time content is purchased through his referral url)

Earn revenues while writing on Airpen

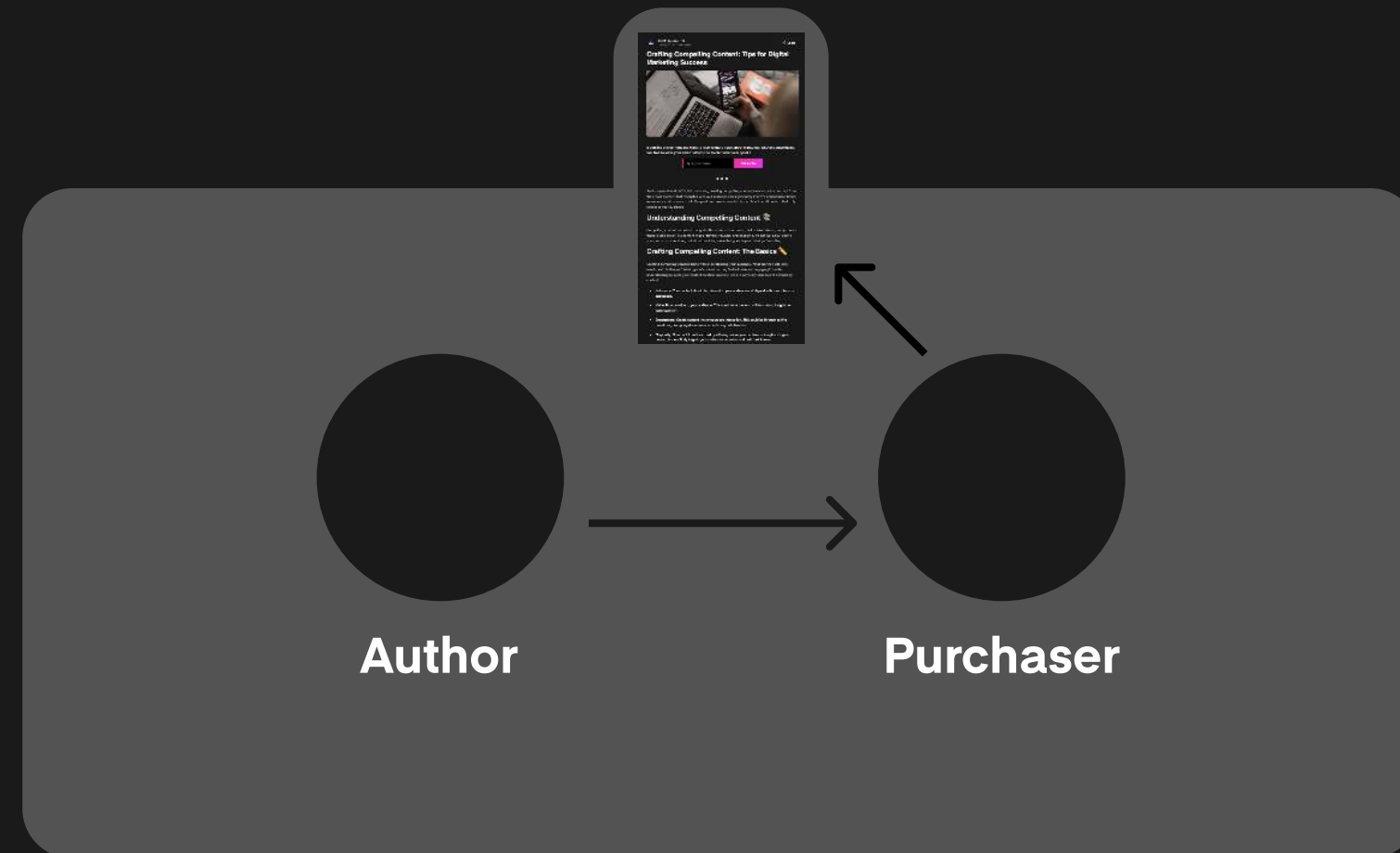
Example

In the slides below we are going to use these settings

- Price: \$10
- Enable referral & split revenues ? : Yes
 - Referrer reward: 30%

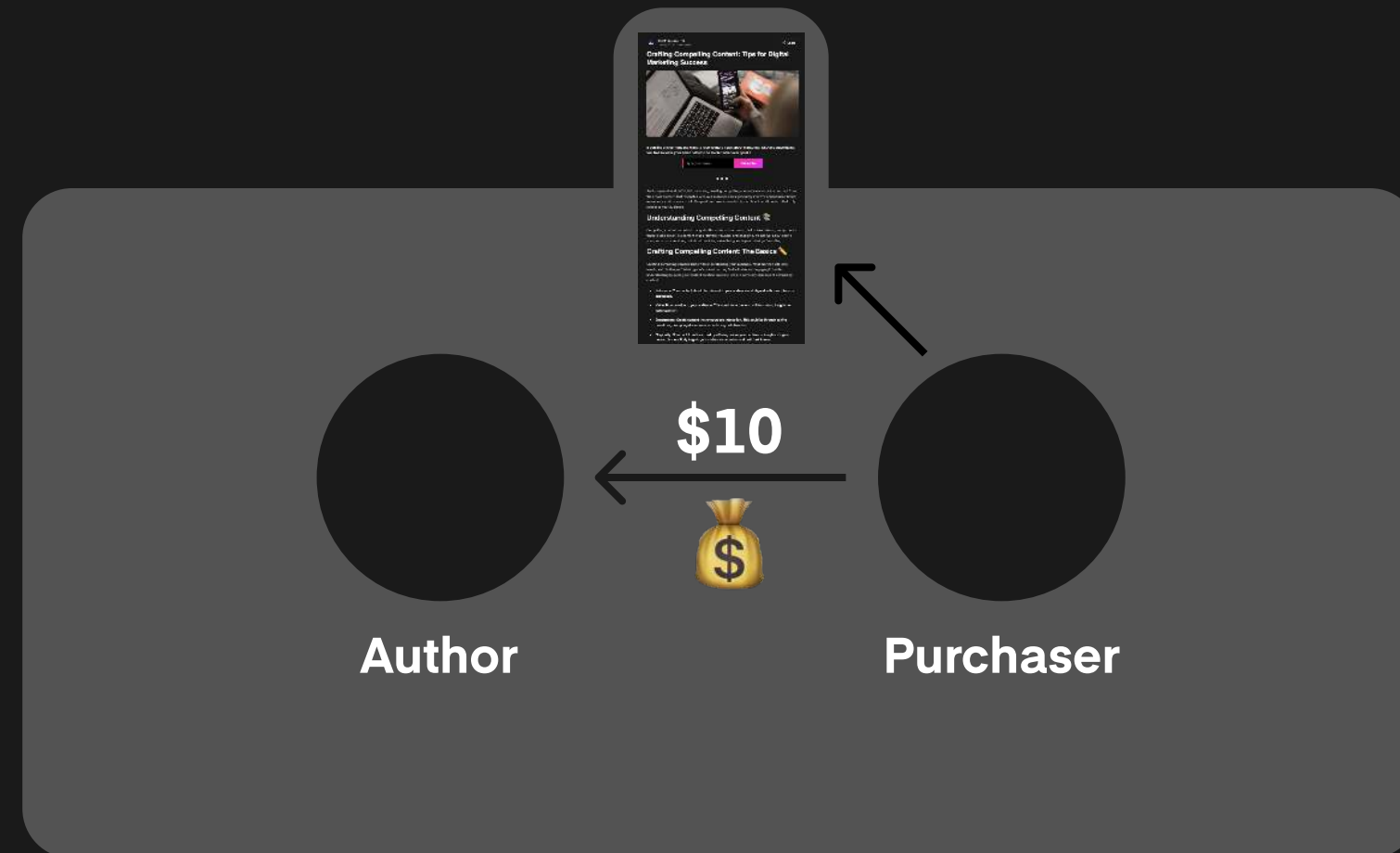
Earn revenues while writing on Airpen

2 - Purchaser buys the access to publication and get access to it



Earn revenues while writing on Airpen

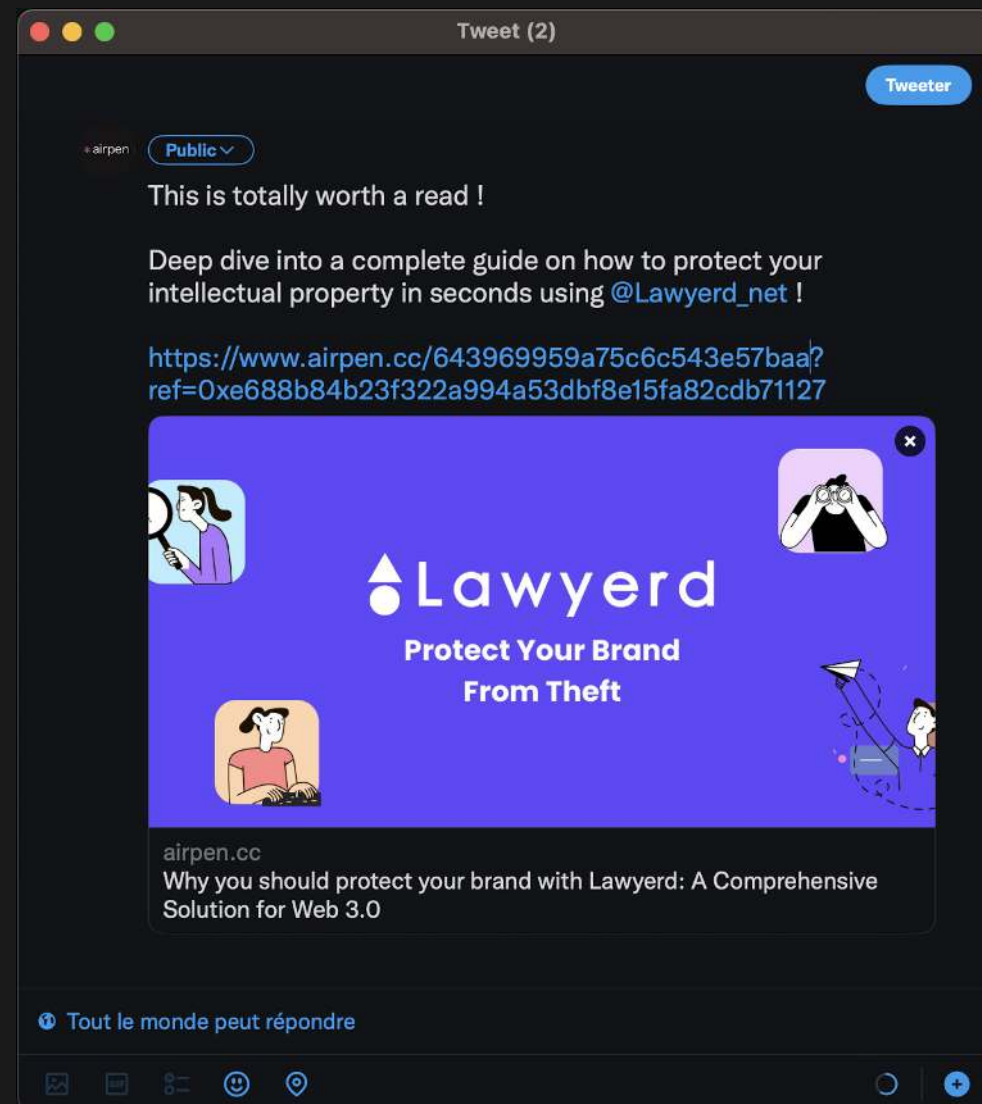
3 - Creator gets paid



Leverage & monetize your audience to earn more

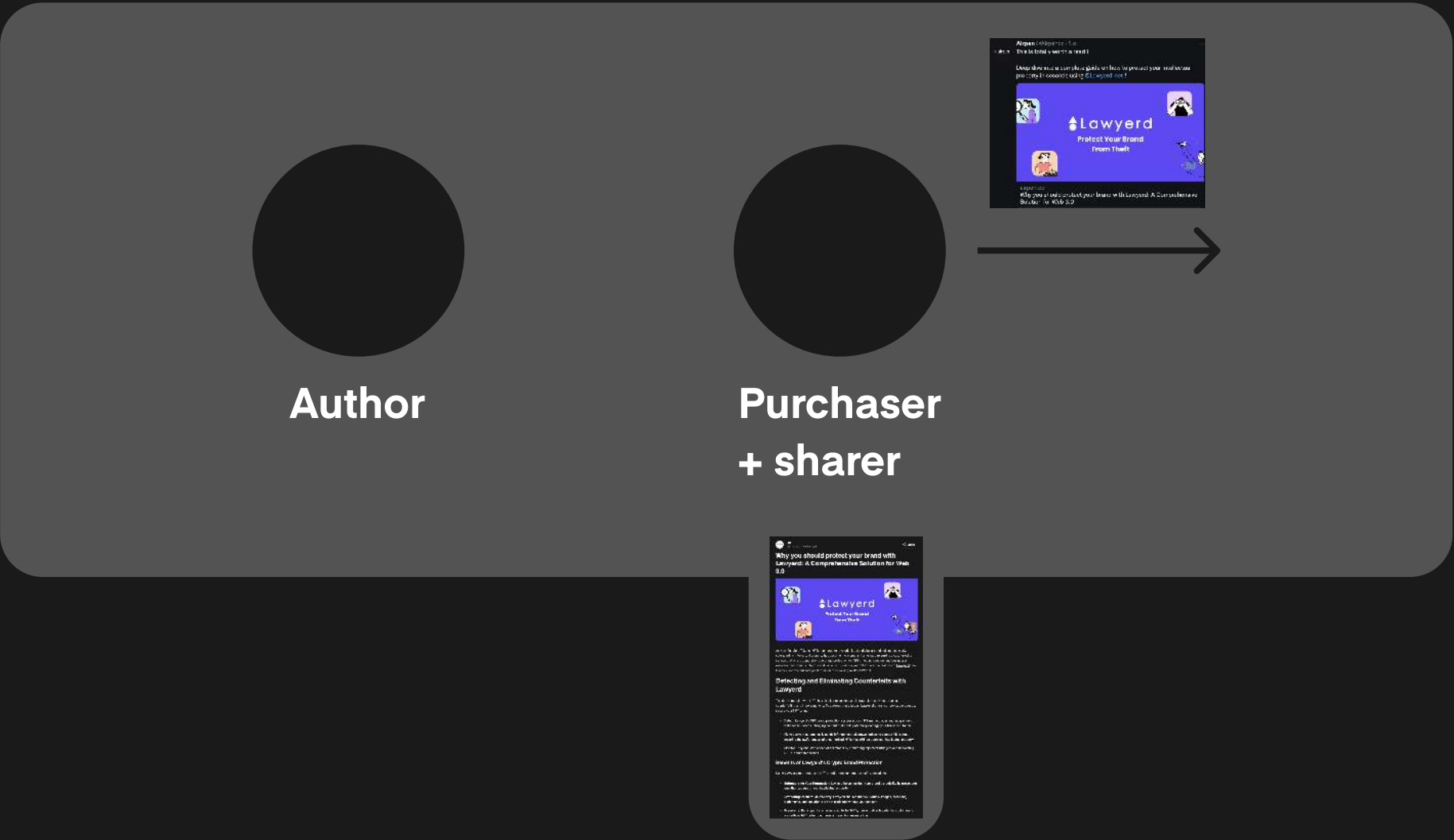
4 - Purchaser re-shares the publication with its referral code (wallet public address)

 a46336639a8bb1d?ref=0xe688b84b23f322a994a53dbf8e15fa82cdb71127



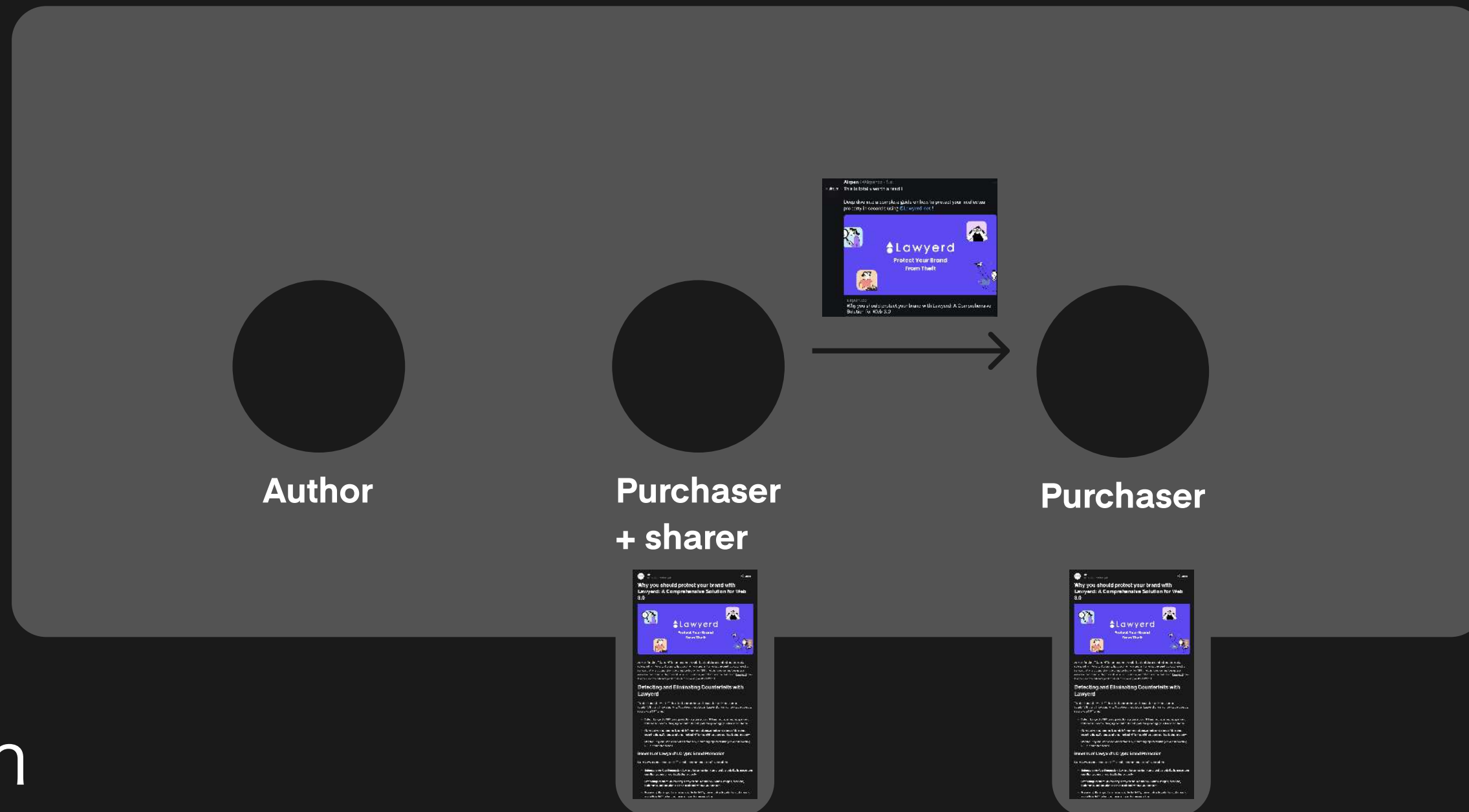
Leverage & monetize your audience to earn more

4 - Purchaser re-shares the publication with its referral code (wallet public address)



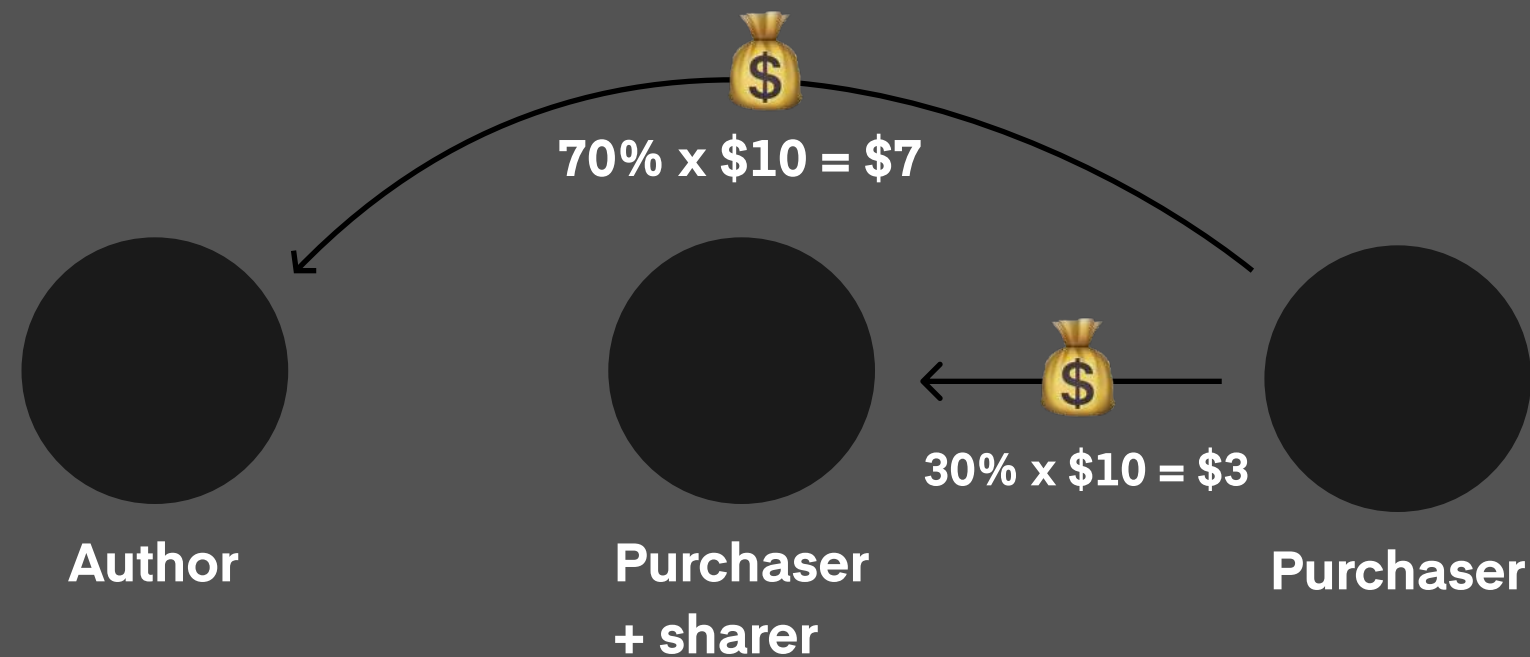
Leverage & monetize your audience to earn more

5 - Another purchaser buys from clicking the re-shared link
(that has the sharer's referral code)



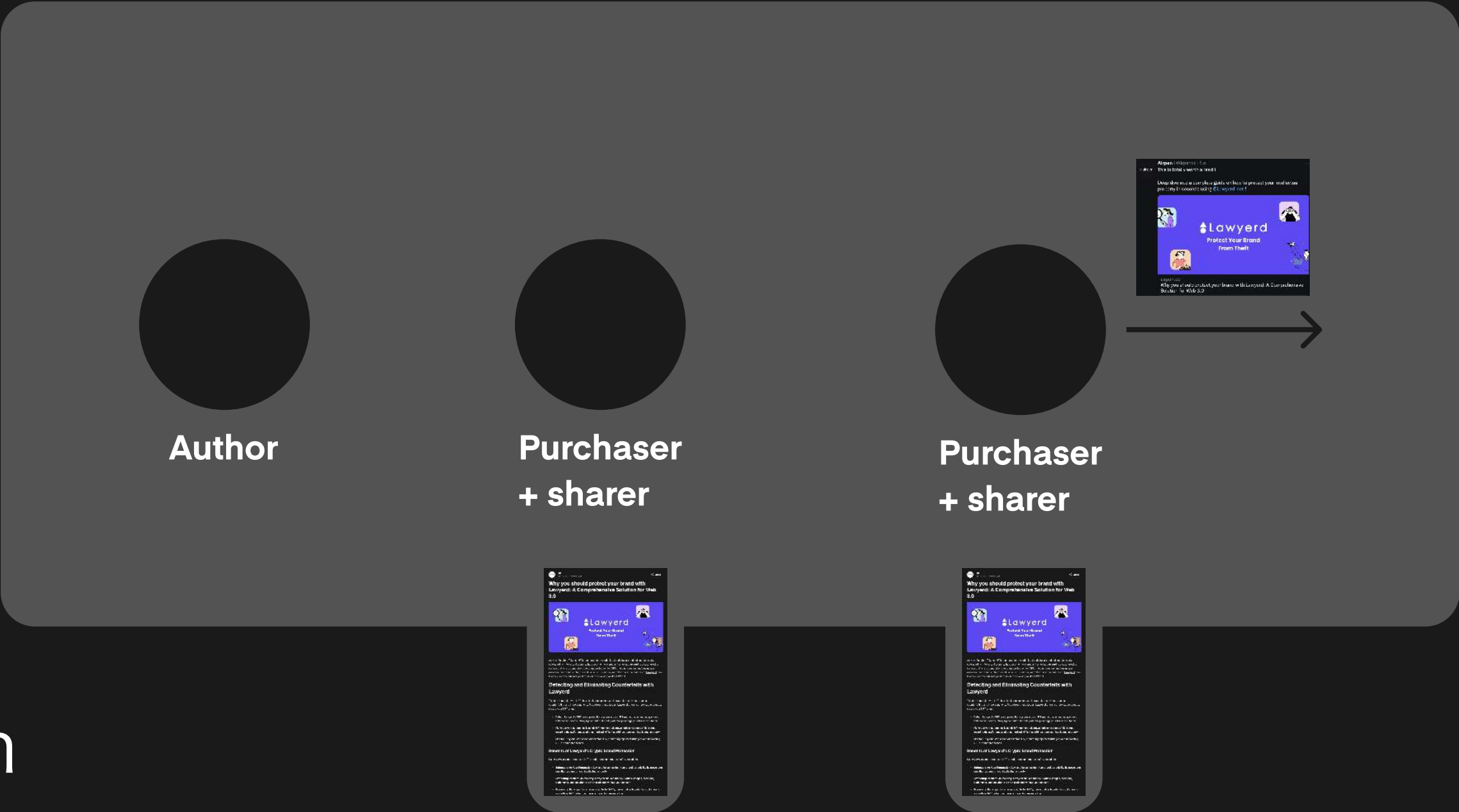
Leverage & monetize your audience to earn more

6 - Creator gets paid, but this time revenues are shared as there is a purchase referrer
Referrer gets paid as: **referral percentage** x **content price**



Leverage & monetize your audience to earn more

7 - The new purchaser re-shares the publication with its own public address (wallet address) as referral code



Leverage & monetize your audience to earn more

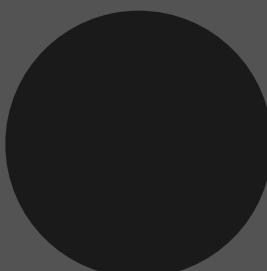
8 - Another purchaser buys the access by clicking the re-re-shared link



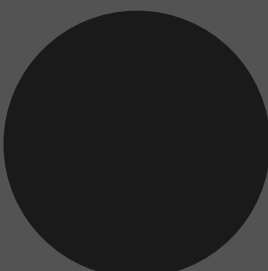
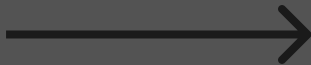
Author



Purchaser
+ sharer



Purchaser
+ sharer



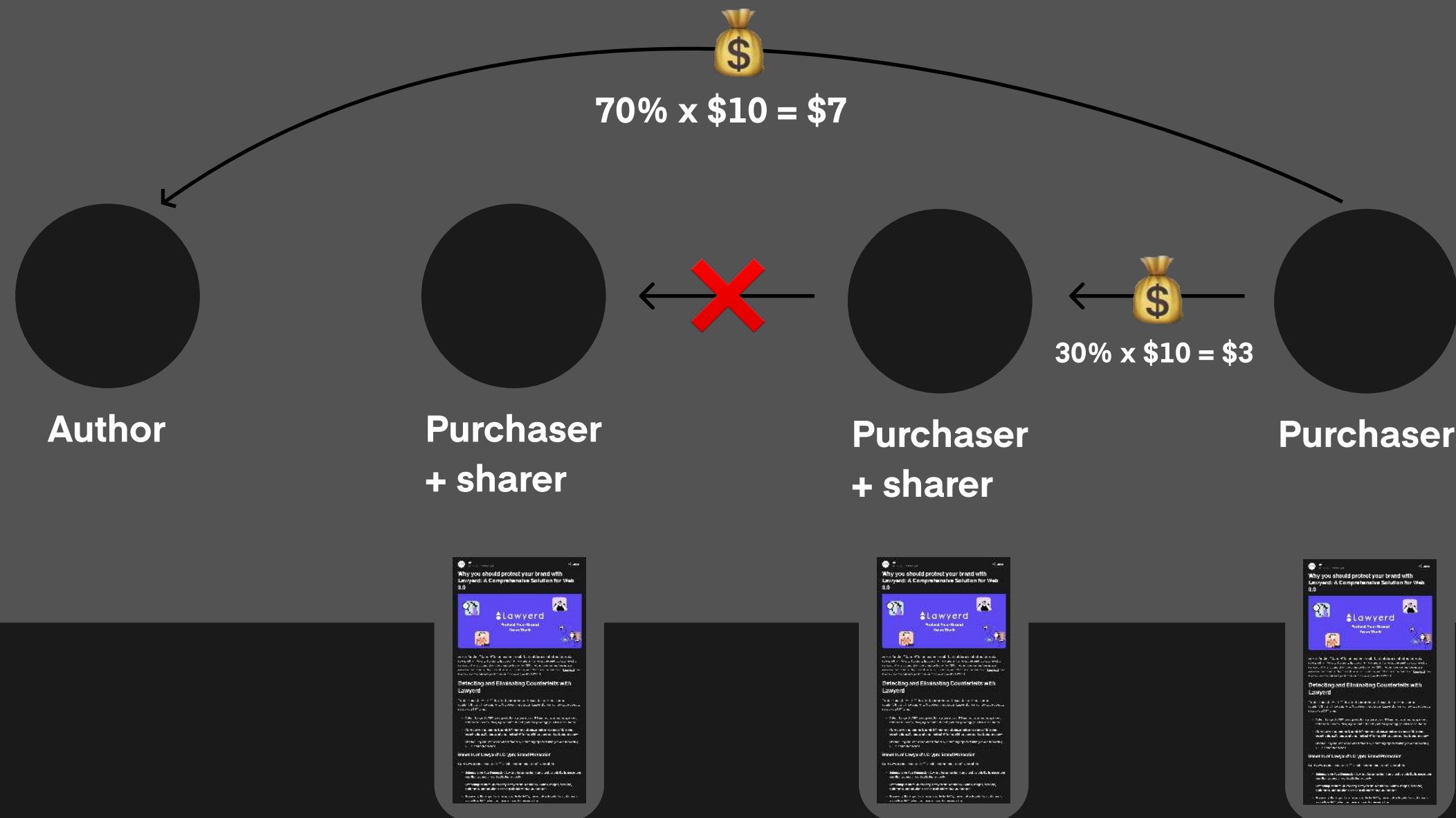
Purchaser



Leverage & monetize your audience to earn more

9 - Another purchaser buys the access by clicking the re-re-shared link

✗ Sharer collects a referral fee (**only the direct sharer gets a referral fee**, there is no “pyramidal” rewarding)



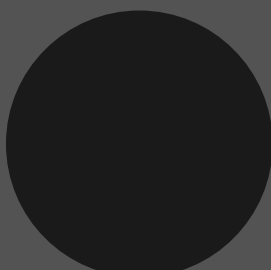
And so on...



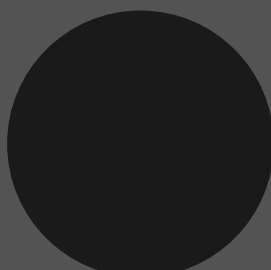
Author



Purchaser
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Purchaser

