

Onboarding System

What this folder contains:

- Exact timeframes of what happens directly after signing a model
- A better overview on the onboarding experience and the files the model must receive from the agency
- The files the model must receive (Questions regarding Personal Brand, Content Plans etc.)

It should be self explanatory how the Onboarding works in this industry but this file is exclusively for only the side of the agency.

Social Media Accounts:

Directly after signing the model, the agency buys accounts for the models socials (Best case Scenario: The model has already some high quality accounts which you can use. Create a clause in the contract that directly says any accounts for the purpose of Onlyfans marketing can and will be used by the agency.)

After buying the accounts for the socials of your choice, you directly go into a warm up phase so that the accounts will start making views already.

For this to happen the model either has to have content (You discuss this in the closing call.) made before, or be really fast with the content creation. (That's why you have to be precise when telling your models about content creation, models often tend to misunderstand the amount of time and effort they have to put into this, which can lead to the agency noticing that their model is lazy even though she showed high work morals at start.)

If the model has accounts that you can use, make sure to directly start working with them on the side, this will probably give you a large boost in revenue within the first week. The account preparations should maybe take the first week (For example Instagram should be done in the span of a few days, depends if the agency already has warmed up accounts or this can go to up to 3-4 weeks, twitter in 1-2.)

Content:

As mentioned in the folder you will find all documents that you need to send to the model, the files contain: 1. Content plan that the model has to follow. 2. Personal brand questionnaire, this will be used so that the agency has a better plan on the models features.

In the worst case scenario that the model is the following: lying, lazy or stupid. Give her at max. 3 warnings, after that dump her. Send a cancellation contract, effective immediately. Try to spare as much time as possible when you come across those types of models, at the end they leave either way.

What not to do:

There is a lot of mistakes you can make, that impact the relationship with the model even before you get the chance to sign her.

Don't give the model too much power: As wrong as that sounds, it's true. Some models will try to test their limits with you, especially if you have multiple people talking to the model. Be as diplomatic as possible, new agencies face this the most, at first the model is agreeing with everything and even after asking if she has any other questions, the answer is always "Yes you answered everything.", after that it's just a matter of time till the problems come, as mentioned:

THIS IS NOT THE CASE WITH EVERY MODEL.

This the case for the LLS's (Lying, Lazy, Stupid) ones. If you have a model that shows a very high work moral from the get go you should be set to work very smoothly and actually start earning within the first few weeks already.

What you should do:

Discuss every minute detail with the model before hand. Nothing of the stuff you will do while working together should be left out.

The model must be informed about every step of whats gonna happen directly after signing.

REMINDER: NOTHING THAT WILL RAISE QUESTIONS LATER SHOULD BE LEFT OUT.

For your own safety as an agency, make sure to think a perfect checklist of what you have to talk about with the model. So that you will in fact know that you left NOTHING out before signing her.

Marketing (The actual work)

After the accounts are set up and ready to operate your first mission is to get subs in ASAP.

How long this will take depends partially on the following factors:

- Model's work ethic
- Content quality

The other part where the Marketing depends on is the agency itself. The moment you signed that model your first thoughts should be how fast you can get the first views in on ANY social media platform. No hesitation, no second thoughts. Nothing else.

For that to happen as fast as possible, the model should already have content premade. Overall it's not recommended to hire models that will start their onlyfans journey with you. This can go wrong in many different ways.