

Rule #0

When in doubt, rebrand and re-debut.

Rule #1

Being unhinged is good for business.

Rule #2

Being unkind is good for business until it's not.

* If you don't come from old money, you can't get away with it forever.

Rule #3

Never worry about being cringe; that ship sailed when you became a VTuber.

Rule #4

Never sacrifice your dignity for money, but never let your dignity get in the way of a good bit.

Rule #5

There are enough ~~simps~~ fans for everyone.

* Attempting to poach them can cost you opportunities in the future.

Rule #6

When someone tells you they can make you a lot of money, make sure they have a lot of money before you sign anything.

Rule #7

People with a lot of money want more money, and often can't be trusted either.

Rule #8

Trust, but verify.

Rule #9

Any VTuber without a data backup system will graduate sooner than expected.

Rule #10

Any VTuber without a redundant backup system will graduate sooner than expected.

Rule #11

Never piss off your artist or rigger unless you can draw or rig.

Rule #12

If you can draw and rig, you should know better than to piss them off in any case.

Rule #13

Honor your contracts. It inspires your business partners to do the same.

* Caveat: Your mileage may vary depending on the business partner.

Rule #14

Before every interaction with another person, ask yourself:
WTLGIAGD? That is, Would this look good in a Google Doc? If
the answer is "no," don't do it.

Rule #15

Being good at games is great for business. Being bad at games in an entertaining way is also good for business, and much easier.

Rule #16

Making reaction content is the Devil's work.

Rule #17

The Devil pays well, and has a better reputation than some VTuber agencies.

Rule #18

Respect the LewdTubers. They deal with a lot of crap, and you'll want them on your side if you ever go that route.

Rule #19

Chat is not your friend.

Rule #20

Chat is not your enemy.

Rule #21

Be grateful for every single follower you have, but be ready to tell any single one of them to fuck off.

Rule #22

Respect the Furies. They intentionally expose themselves to more crap than you can imagine, and they just keep going. Besides, you'll need an infosec person one day.

Rule #23

If you don't have merch, make merch. If you do have merch, make more merch.

Rule #24

Always post your going live links. People may not click them, but it reminds them you're alive.

Rule #25

The size of a VTuber's audience doesn't matter until it does.

Rule #26

Don't encourage parasocial behavior unless you're prepared for weird and unsettling behavior to follow.

Rule #27

Hard work is a necessary part of being a VTuber.

Rule #28

People will ignore the things you work hardest on, and your shitposts will blow up. Rule 27 still applies somehow.

Rule #29

First and foremost, collab with people whose company you enjoy.

Rule #30

Make sure they know you enjoy their company.

No, seriously, tell them. Stop being a coward.

Rule #31

You don't have to stream to be a VTuber.

Rule #32

You don't need to have any particular kind of model to be a VTuber.

Rule #33

You don't need to make a specific kind of content to be a VTuber, though people will expect at least some of your work to come in video form.

Rule #34

(Not that one.)

Protect the baby VTubers as best you can. You were young and dumb once upon a time.

Rule #35

You can't insult older VTubers. Let me be clear: you can try, but you'll never think of anything we haven't said to ourselves in the mirror at some point.

Rule #36

Jump on every opportunity you can, when you can. A certain amount of failure is good for you, and more to the point, it can be really funny to watch.

Rule #37

When you're more established, encourage baby VTubers to jump on every opportunity they can, when they can. A certain amount of failure is good for them, and more to the point, it can be really funny to watch.

Rule #38

Don't lie to yourself. Plenty of people will try to do that for you.

Rule #39

Don't expect to make a lot of money from VTubing. Rich VTubers are the exception, not the rule.

Rule #40

Your model is going to cost you a lot of money, or a lot of time, and sometimes both. Get used to it.

Rule #41

Optimizing and expanding your VTubing/recording/streaming setup can actually be more fun than streaming and recording.
This is a trap.

Rule #42

Never be afraid to take breaks.

Nah, there's no joke here, just do it.

Rule #43

Some people will always demand more from you,
no matter the cost to you.

See rule 21 for instructions on how to deal with them.

Rule #44

Never show the feet.

Rule #45

Or do. Just understand that, even with digital feet, you can't go back.

Rule #46

Everyone is going to tell you to make a lore video, but that doesn't mean they'll watch it. Make it anyway, just for fun.

Rule #47

For anime's sake, have fun with it. Otherwise, what's the point?

Rule #48

It's true. Some of us really are 30+ year old men behind these hot models.

Rule #49

Never listen to random 30+ year old men who become VTubers and go around making up "Rules of VTubing."

Rule #50

You are more than your content, your model, the size of your audience, or the money you make.