

INSTAGRAM, TWITTER, REDDIT,
SEO...AND MORE



GROW YOUR AUDIENCE

Build Your Strategy
Bring Them Together
Grow Your Influence
Make More Money

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Or you can do whatever the fuck you want because you're an adult.



Hey, gorgeous.

First off, we want to congratulate you on taking your career seriously. Very few people understand that this is an investment that will pay off dividends in the long run.

This eBook will teach you how to increase your audience as an adult performer. Some of the tips and tactics will be no-brainers, but we wanted to include marketing tactics and automations that aren't normally talked about.

If you can take away **just one** new method to grow your audience, you'll make so much more than the cost of this book.

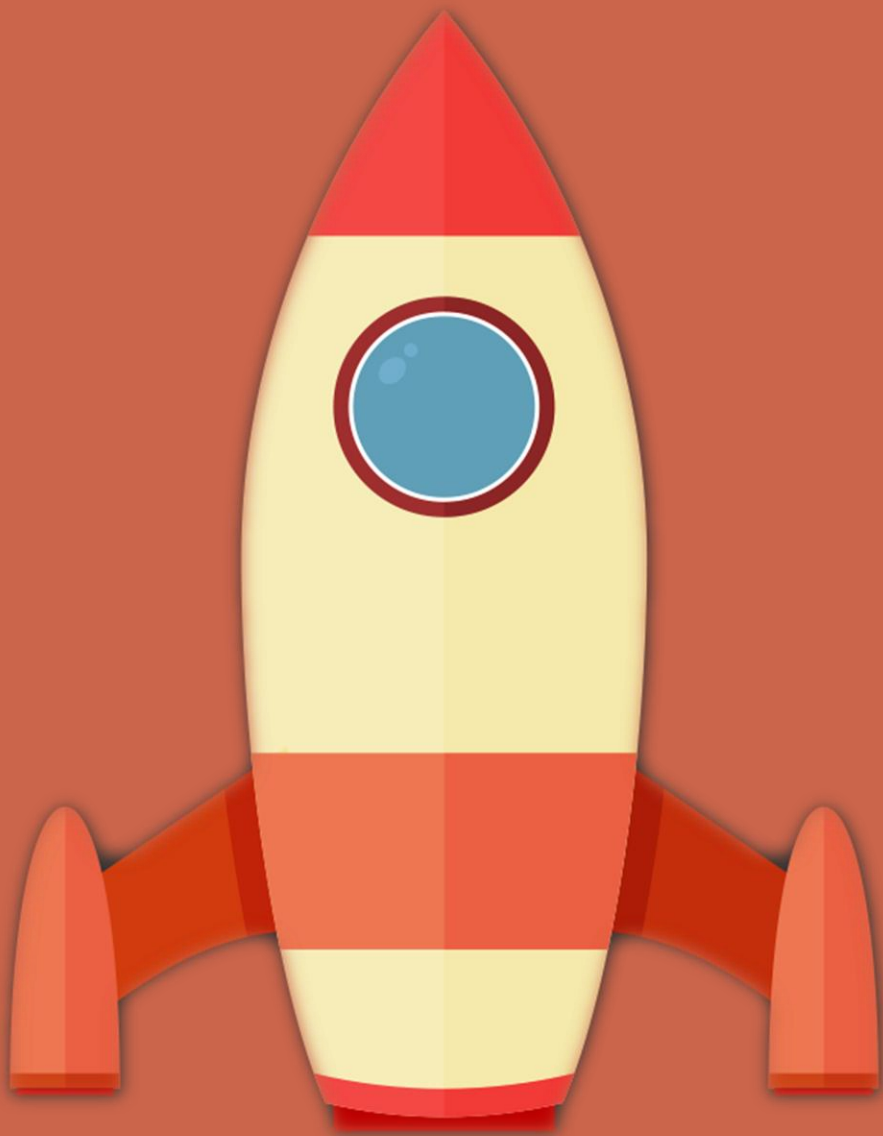
First, we'll talk about running social media.

Then you'll learn how to create "free" content that works for you.

Finally, we're going to help you create a plan of attack for all methods.

Let's go!

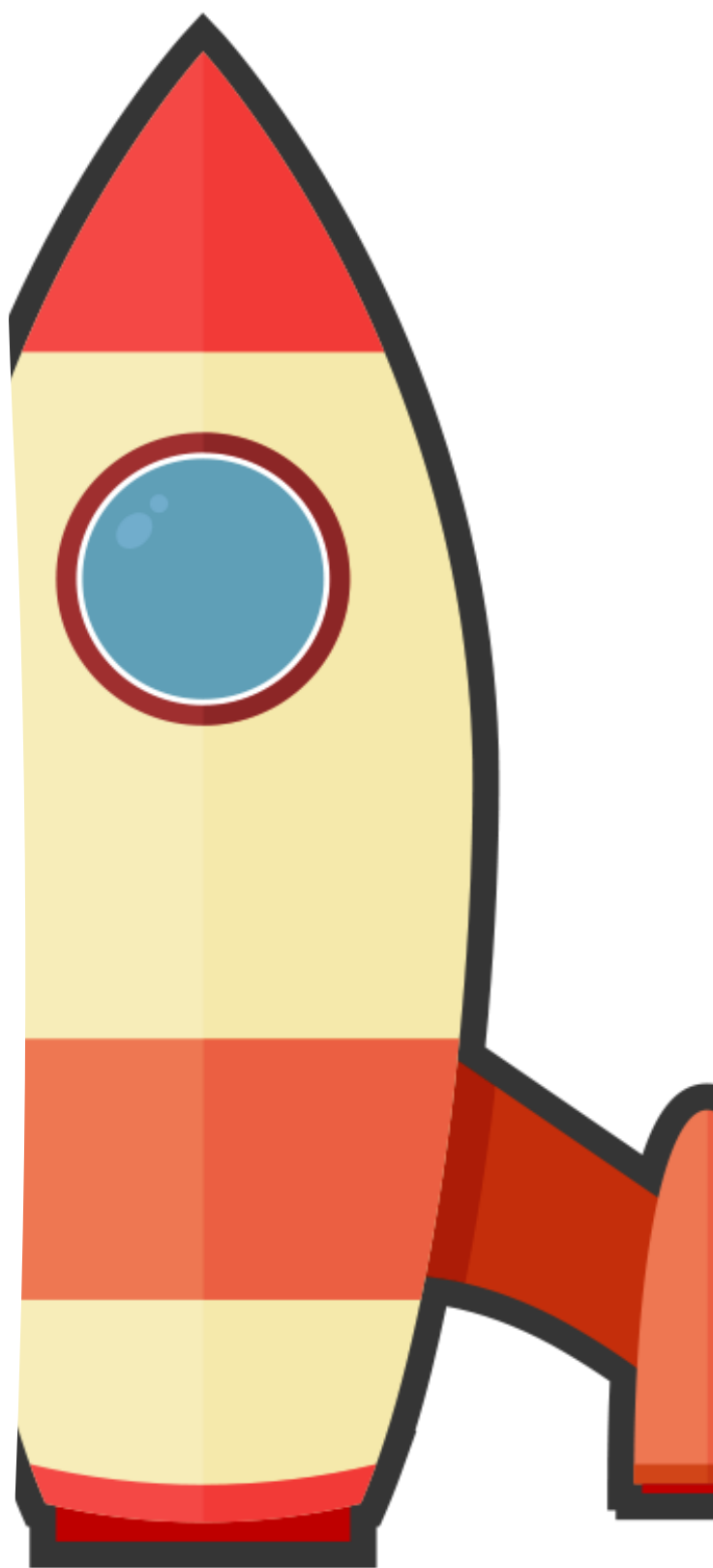
Introduction



Social Media

The only platforms you should start with are Instagram and Twitter. Both still allow adult performers on their platform with Instagram limiting the actual content you're able to display.

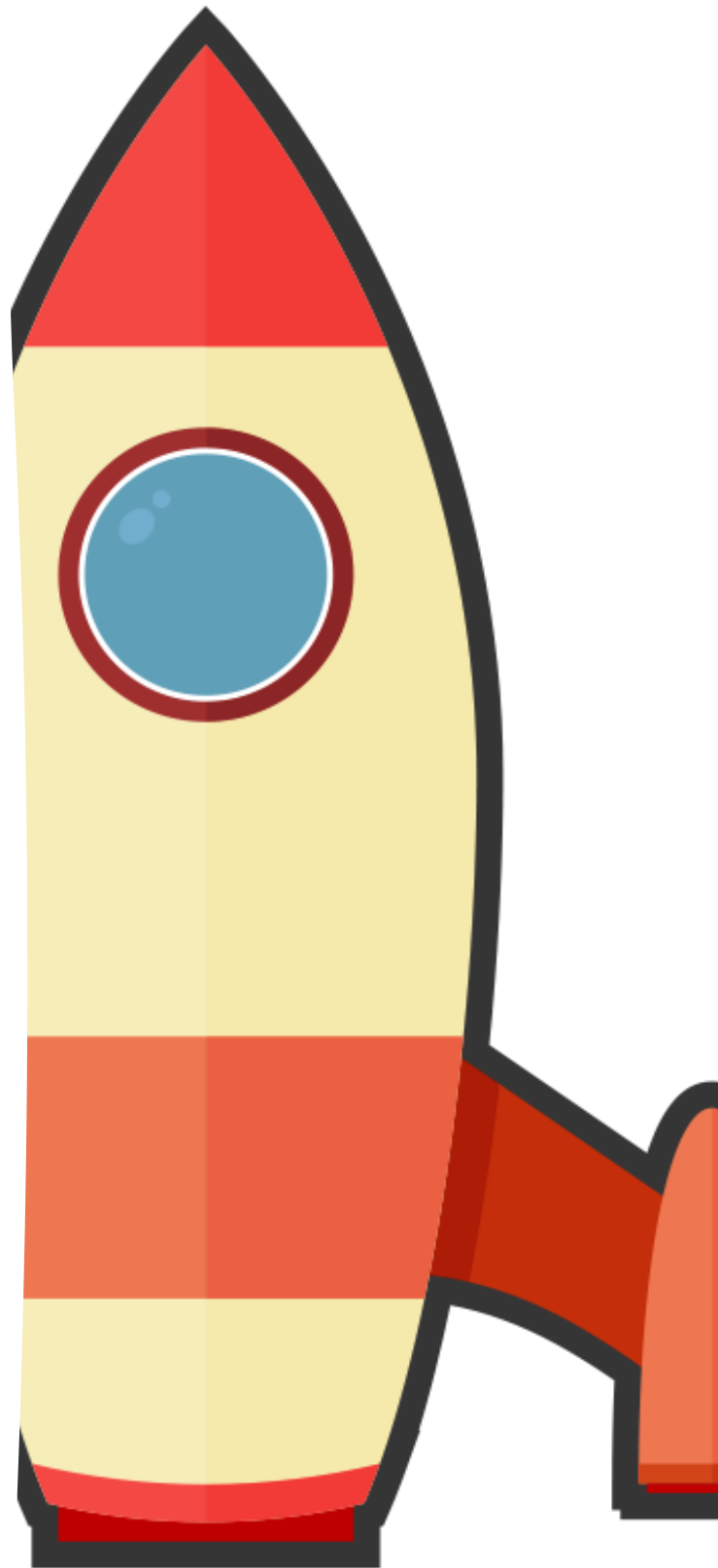
Like all platforms you don't entirely control **do not put all your eggs in one basket**. Like the old farmer who did, you may trip and fall and break them all (get kicked off a platform). Instead you should treat them as supplemental to your overall content strategy.

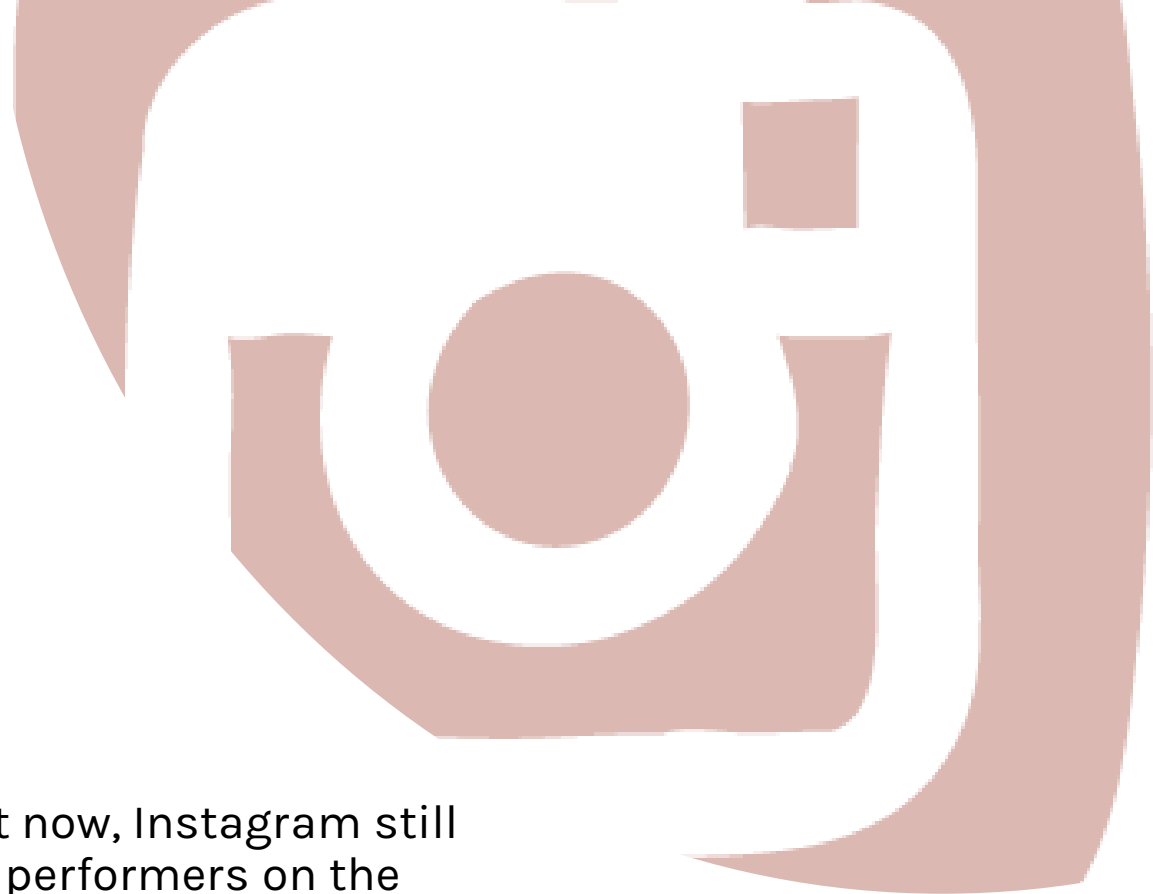


As you start getting more consistent with your performing and income, experiment with branching out to other platforms and putting out content that's not entirely adult. Everyday type content and vlogs on YouTube help fans connect with you on a more personal level.

There are more adult-oriented platforms out there, the problem is most of the time the only users are...adult performers. People trying to hustle the same way you are.

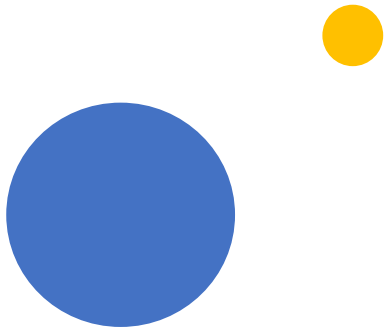
Another piece of advice: don't be tempted into buying followers on any platform. People are more aware of the game nowadays so they can recognize when you have 20k followers and only 30 likes on each picture.





As of right now, Instagram still has adult performers on the platform, but does not allow adult content. You can toe the line by posting “tease” type posts that don’t include any nudity but is used to increase interaction with fans.

Remember, it’s not terribly uncommon for people to report your profile if you get too popular. Don’t post purely promotional content leading back to your pages, keep things PG-13 or under.

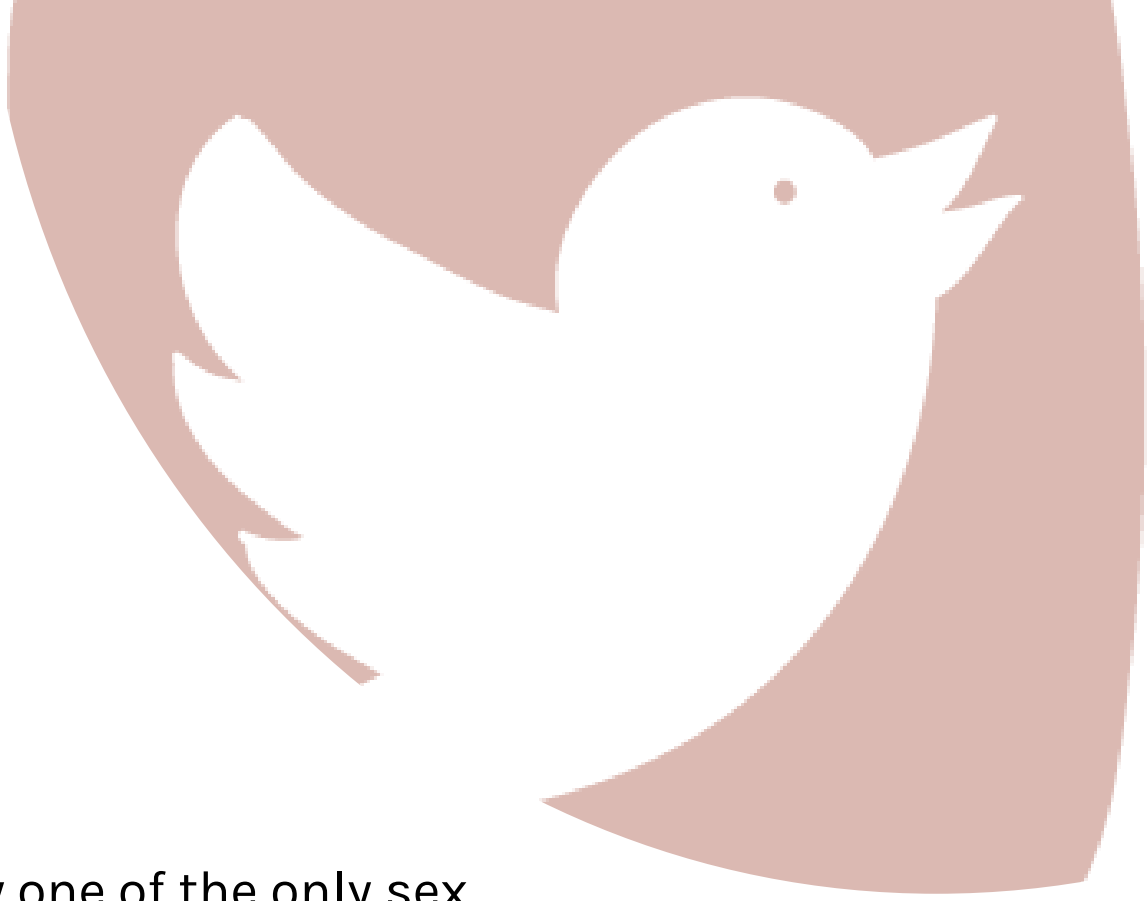


Instagram

Tips for Instagram

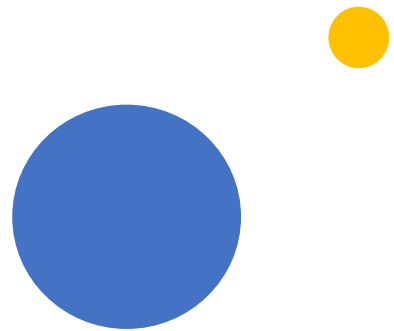
- Aim to post at least once per day
- Keep your profile private so you can approve who you want and keep sketchy users away
- Post *other* content besides sexual content. Vacations, food, or pets. Remember, it's social media, not promote your page media
- If you really want to keep your account “safe”, don't post anything remotely sexual. Treat it like your performer persona's life feed
- Don't link directly to your 18+ pages or it gives someone a reason to report you





Currently one of the only sex worker-tolerant mainstream social media platforms. But just because they're tolerant, doesn't mean they're accepting

Twitter is great for interacting with fans directly. You can easily interact one-on-one with your fans. If they're talking money, you can easily take conversations private and discuss dollars.



Twitter

Tips for Twitter

- The more you post the more traction you get. Interact with people responding to your tweets and join in on conversations. There is no magic number of tweets to send a day
- You can link your Instagram to your Twitter so any image you post on IG is automatically shared
- Don't just post "selling" type posts. Social media is so people see that you're a real person and they can grow to like you more

Link clicks

7.4K



On average, you earned **82 link clicks** per day

Retweets without comments

2.8K



On average, you earned **30 Retweets without comments** per day

Likes

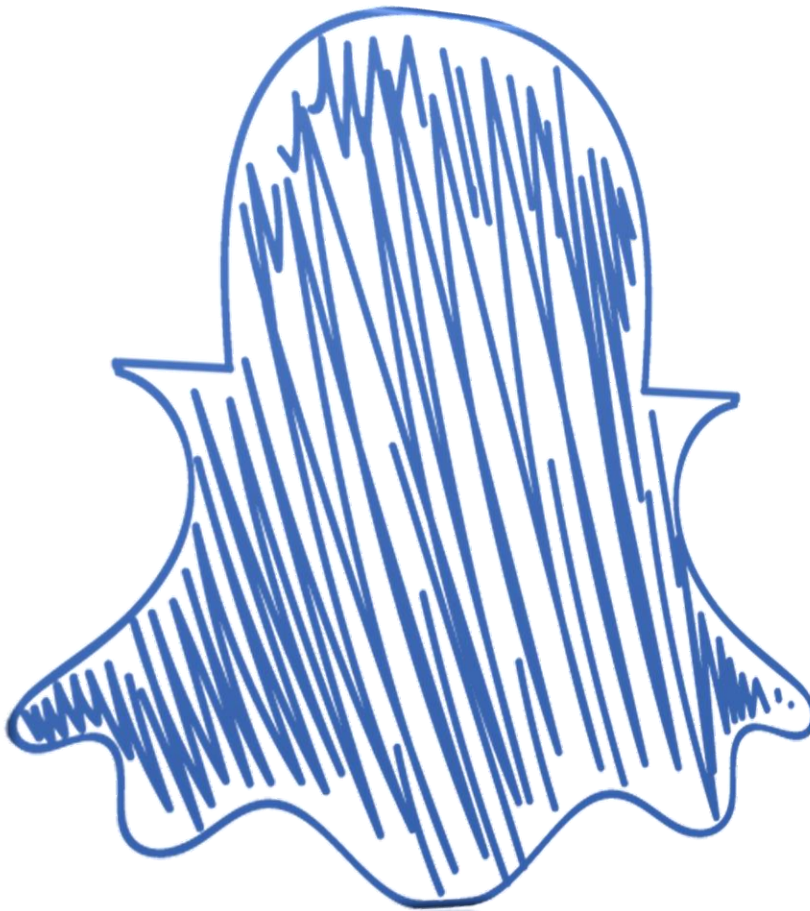
34.2K



On average, you earned **375 likes** per day

Sep 15
1 Retweet without comments

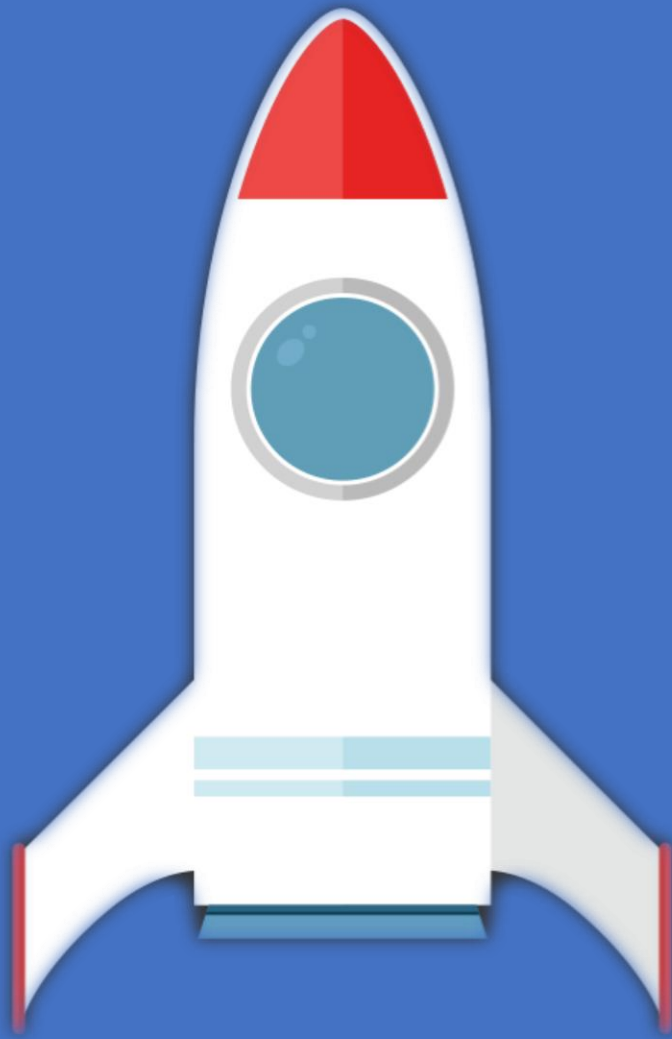
Sep 15
13 likes



Don't think Snapchat's only use is for a premium in this business. Snapchat is a great way to get your fans to stay up to date with your day-to-day and share your updates to their friends.

Be careful with what you're posting on Snapchat as it's **not** adult friendly. With the advent of official premium social networks, you don't need to try and manage premium subscribers.

Snapchat

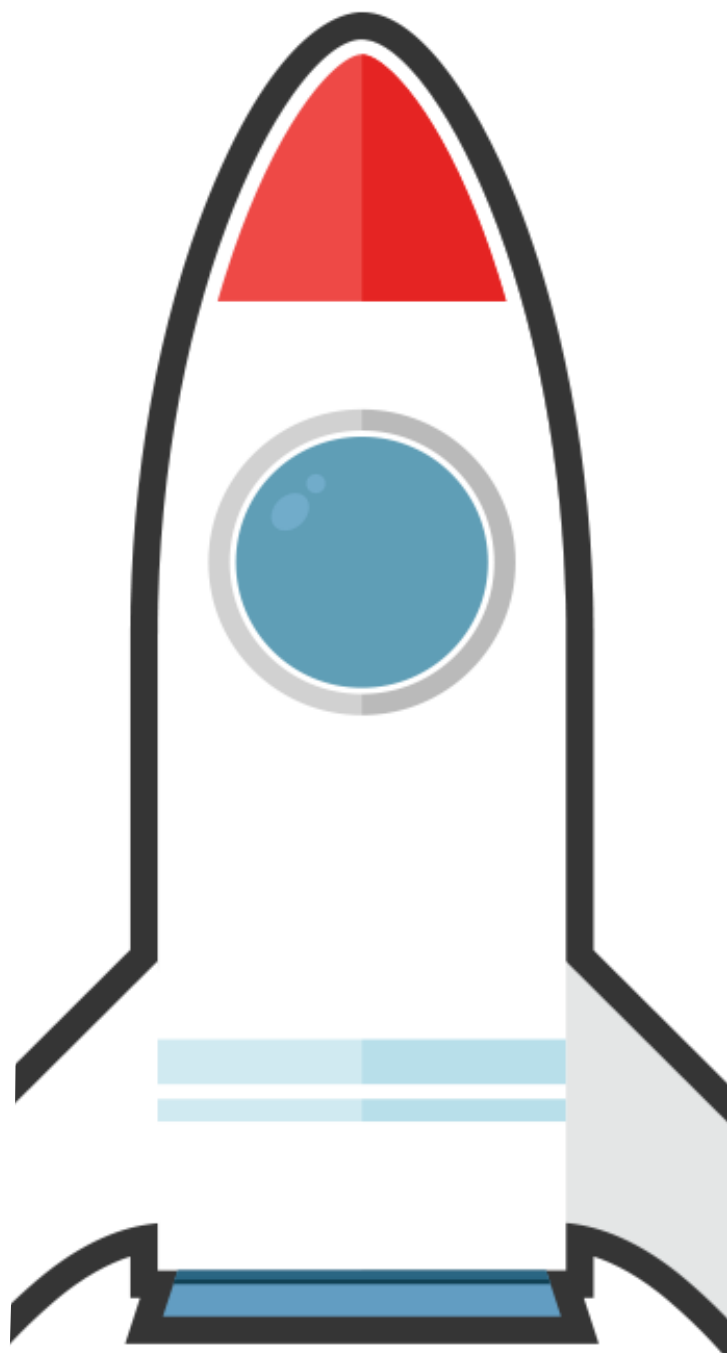


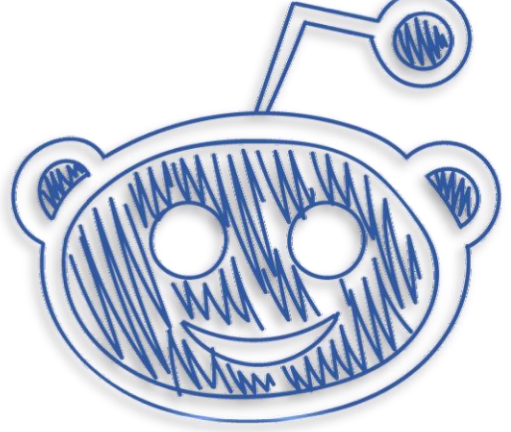
“Free” Content

You can easily get new fans by posting your content online for free.

Free is in quotes because you could monetize it as it stands. For instance, if you sign up and get approved for the [Pornhub Model program](#) you can make money for every view on your “free” content.

You may think this is counter productive to making money, but it is a great way to introduce new fans to your brand.





Reddit

Reddit is one of the best platforms to reach a massive audience organically. You can find subreddits that enjoy whatever you have to offer, from large breasts to small breasts, petite to neon hair, circumcised or not.

There really is a community for everyone.

Be sure to read the rules for each community before you start posting in case they don't allow things like self-promotion or aren't sex worker positive.

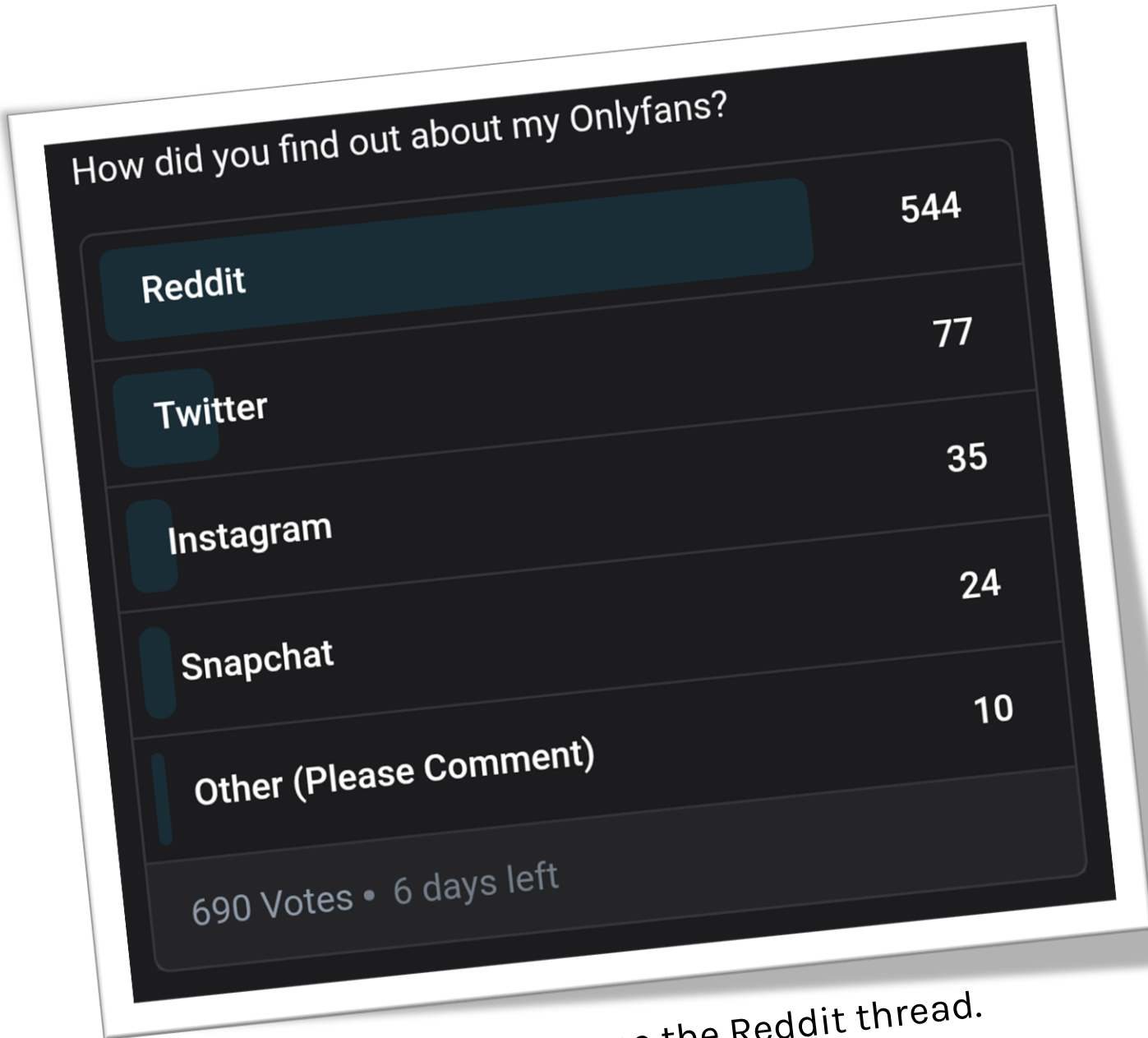
Once you've posted and gained "karma" on the platform **make a subreddit with your username**. We can't stress this enough. You don't want someone else to do it once you gain some popularity and they start posting stolen content for their benefit.



Click the image above to learn how to use Reddit to grow your business.

Don't think Reddit works?

Replace OnlyFans with any other program you're trying to grow and see for yourself...



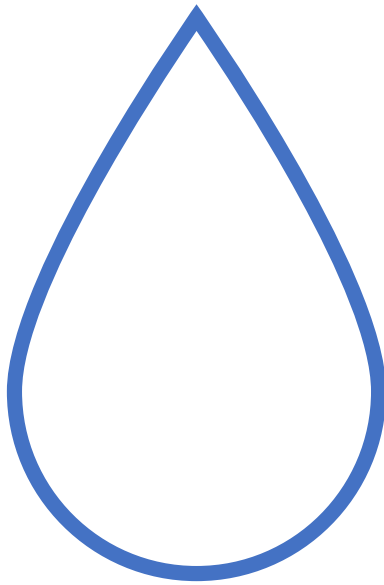
Click the image to see the Reddit thread.



As stated, just because you put your content on tube sites like Pornhub doesn't mean they can't make you money. It's the stolen content you must worry about.

By signing up for model programs you can make money from the ads displayed on your content. That's a win/win. You get paid for each view as well as when they fall in love and start paying for your other content.

We'll go into a great method on how you can use free content to your advantage on the next page.



Watermarks

Watermarking is the act of adding your username or link to the content you're posting. This is done so when (not if) your content is shared people know who you are, and they can follow you.

When it comes to pictures, one of the methods is to put your @ towards the middle of the picture where you are so it's not easily cropped out like if it were at the bottom.

For videos, you can put your links or @ virtually anywhere because it's a lot more time consuming to crop a video. Just don't cover up the "action."

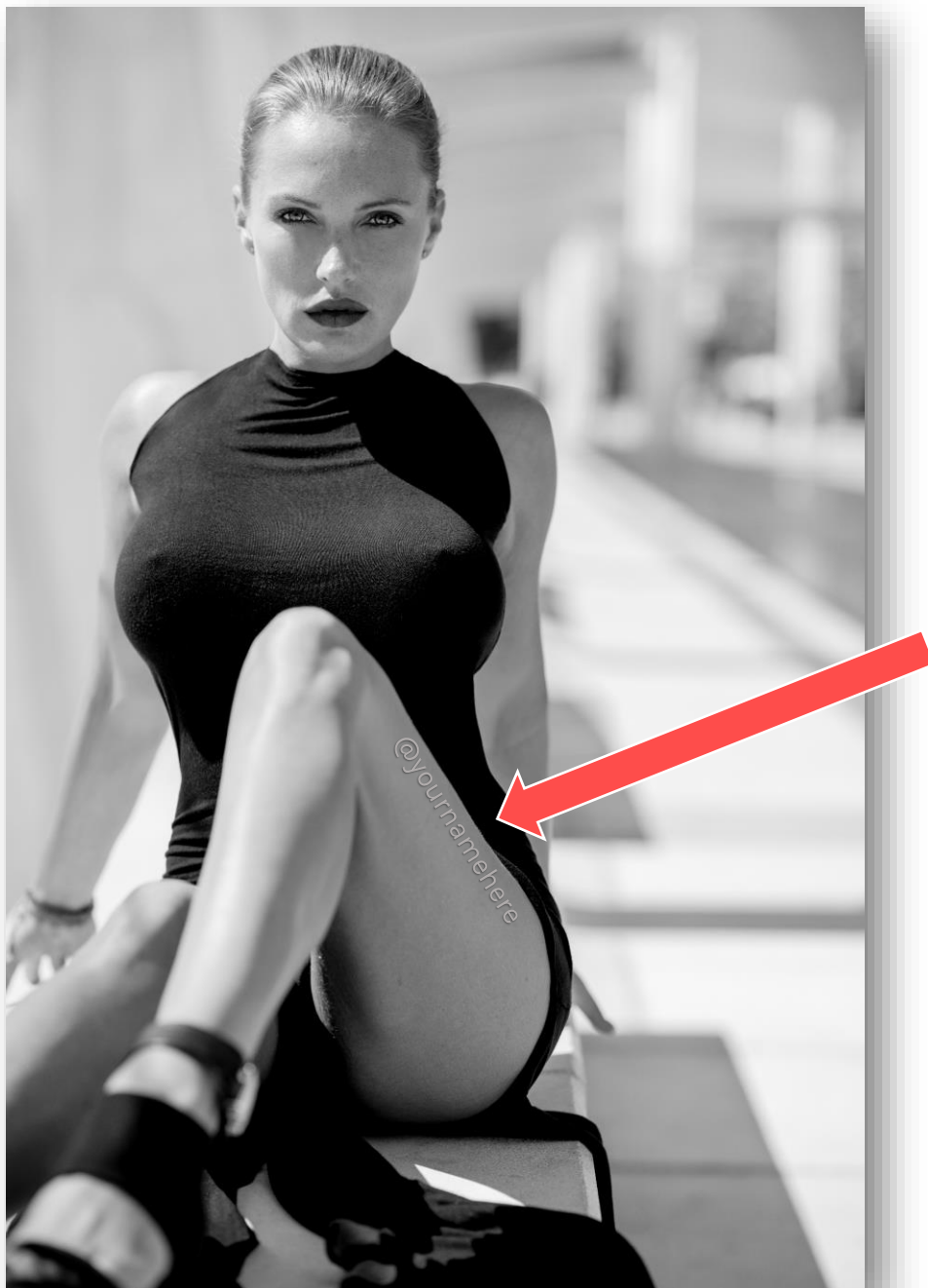
Examples of watermarks will be shown on the next few pages. No worries, the images are of stock photos/videos that we have the rights to use.

Photo Watermark



As you can see, the name is visible but isn't taking away from the image.

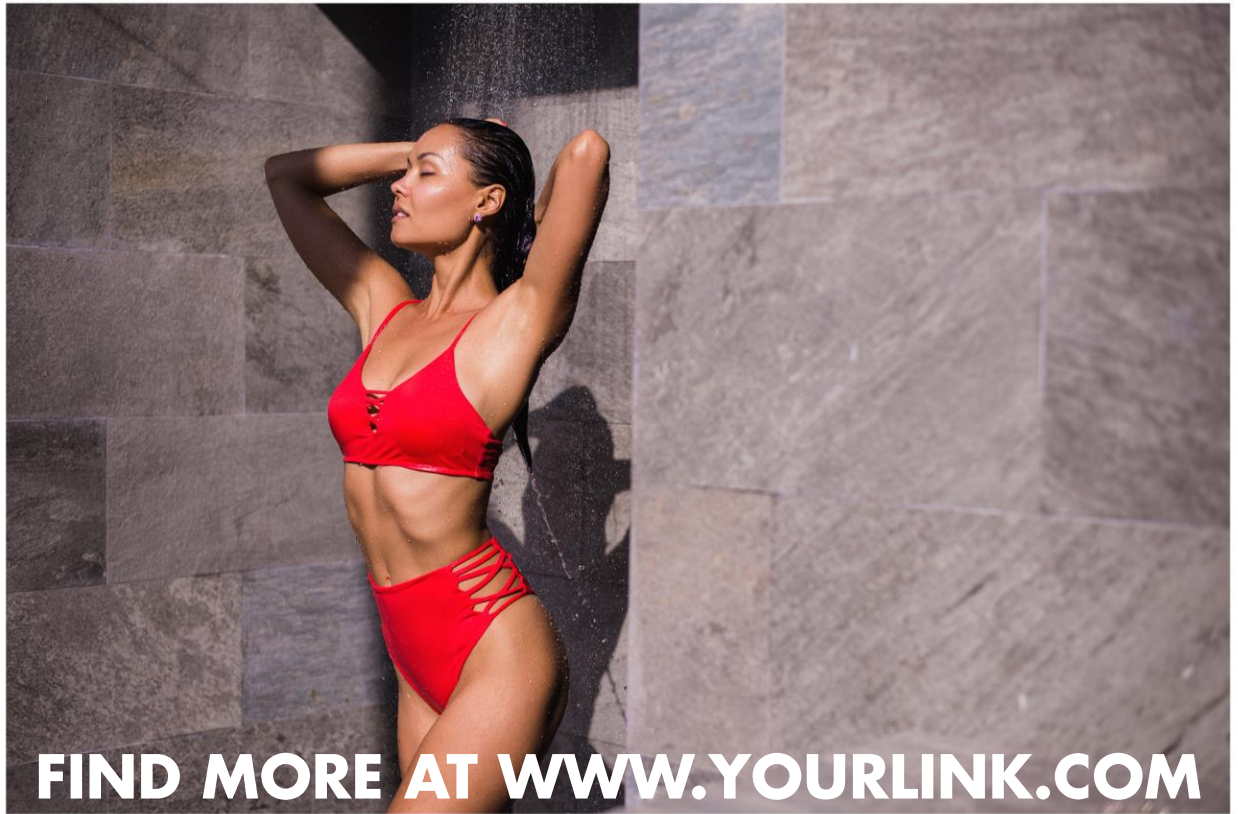
Photo Watermark



Or, you can overlap the watermark with the image. Either way it's hard to crop out or remove and still promotes you when your image is shared.

P.S if you're selling (or sending) nudes, you can include the name of whoever you're sending it to so if they're leaked you know who did it. If you do this, you'll want it more discreet, so they don't know.

Video Watermarks



When you're sharing your content on a free platform, you don't owe anyone anything. Be flagrant with your advertising assuming the platform allows it.

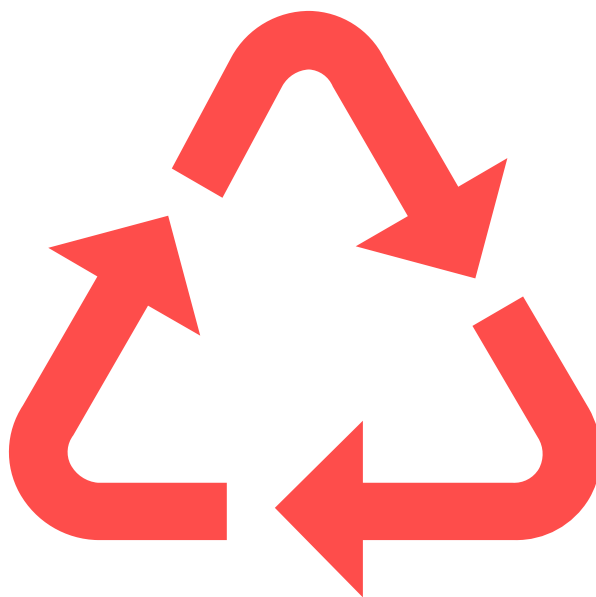
Some models see success "leaking" their own content, but in reality, they're "leaking" free content anyway.

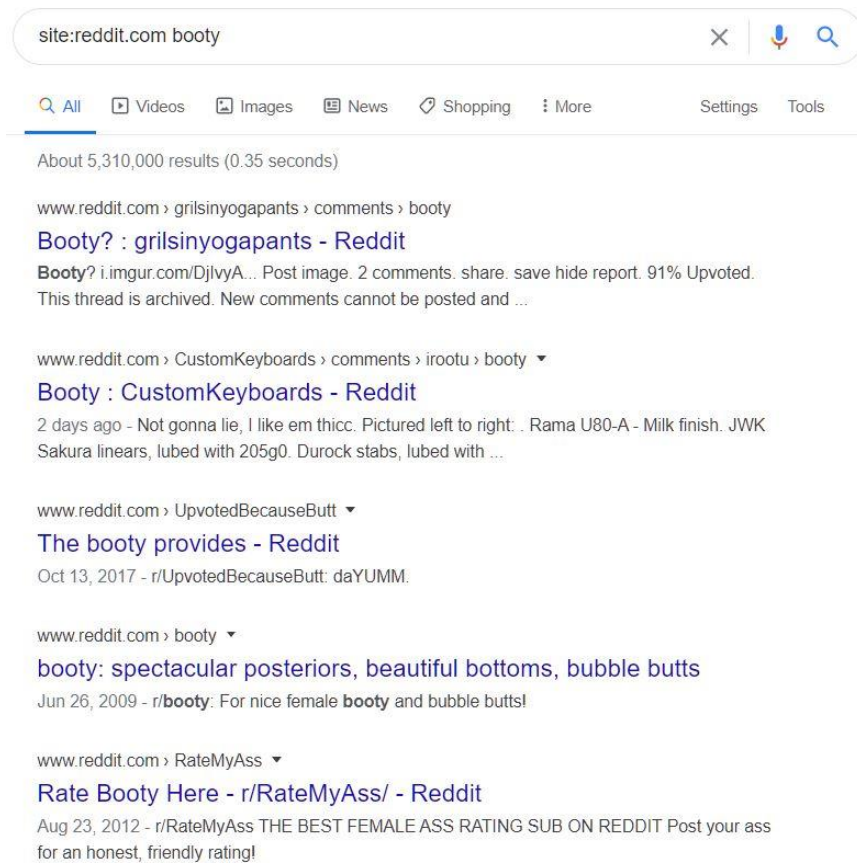
Content Cycling

One method some models use is content cycling. After a given period, for example one year after a paid video is posted, they'll take it and upload it for free on different platforms.

You're not cheating your paying customers as they already had the opportunity to get that content first, and you can easily reuse content you already created to promote your new content.

Think of it like a movie. You can watch it in theaters on opening night for \$10, the cheap seats for \$3, or wait a bit and get it on Netflix for free.





If you're creating content solely to distribute for promotional pieces, it's better to niche down than to try and appeal to a broad audience.

For instance, if you have a lot of tattoos, find communities or websites that feature models with a lot of tattoos. If you have hella ass, go to the big booty spots.

You can find these communities with simple google searches. Above is an example to find subreddits using the "site:" search modifier which only finds results on a given website.

Niche Down

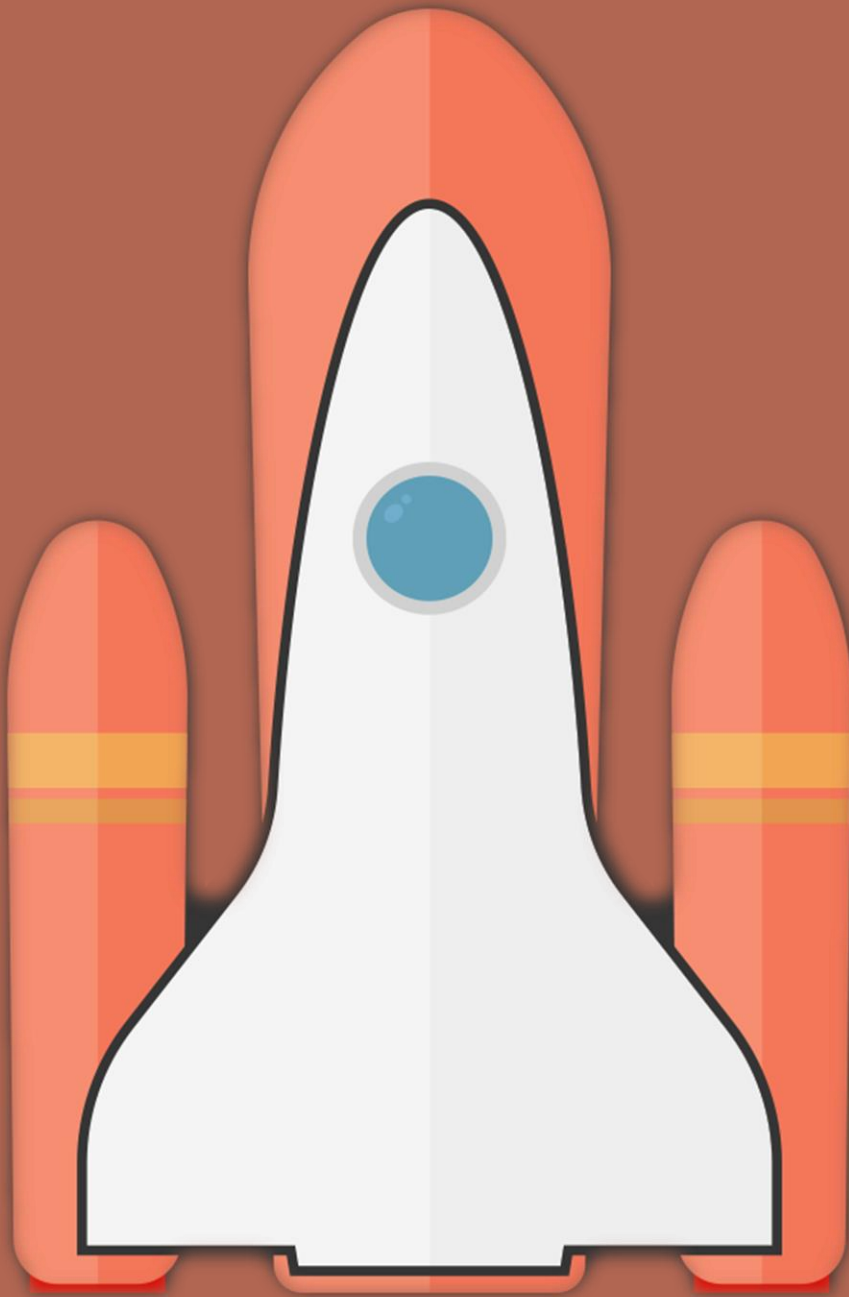


Sites to Submit Your Videos

- [xHamster](#)
- [Pornhub](#)
 - Pornhub will upload to YouPorn, RedTube, and Tube8
- [YourPornDump](#)
- [xVideo](#)
- [Motherless](#)
- [YourFreePorn](#)
- [Hclips](#)

These are some of the broad programs out there to upload your content. In most cases, you can get paid for the views you get.

There are also more niche sites you can upload to. Something like shesfreaky.com is great if you're Black.



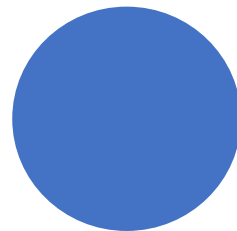
Constant Contact



Easily one of the best things you can do for your business is to maintain **direct** contact with your fans. Yes, you can get a lot done through DMs or through messages on a platform.

But what happens if something happens to your IG, Twitter, or OnlyFans account?

Realistically, there are two ways you can go about this: email and phone number.



Maintain Direct Contact



Email is incredible tool once you get established. No one can take away your “rolodex” of contacts, and they’re usually your absolute biggest fans.

Keep in mind, most mainstream email marketing services like Mailchimp aren’t adult friendly, so if you do use one keep your messages PG.

For example, instead of explicitly saying “I’m selling my panties” try being vague with “I have new products for sale on my website.”

There are email platforms design for sex workers, but they’re usually expensive until you have a large list size and can easily make thousands from sending one email.



Keeping your fans phone numbers can yield huge returns. Reserve this option for your highest spenders or whales and **always** get a burner number for business.

You can easily get a Google Voice phone number that offers unlimited texting so you can message your biggest fans your latest offering.

This is also great for offering the premium service GFE or BFE (girlfriend/boyfriend experience). You may want multiple numbers or texting apps if this becomes too much to maintain.

What's the Point?

The biggest reason for trying to be as many places online is because **once you gain any popularity, your content will be stolen**. This is not a scare tactic; this is a reality of the business.

So instead of Joe Thief making money from your content, you can show up first when people search your performing name.

Your social profiles.

Your website.

Your content that **you're** getting paid from.

If all of this seems overwhelming, we've included a promotion schedule you can adopt to increase the amount of subscribers you have, viewers you get, and money you make!