

INSTAGRAM, TWITTER, REDDIT,
SELLING PRODUCTS,
SUBSCRIPTIONS...AND MORE

TAKE THEIR MONEY

Learn the Exact Tactics
and Strategies 6-Figure
Models Use to Build
Their Empire

CAMMODELAGENCY.COM

Legal

Copyright © 2020 CamModelAgency.com

We control the copyright and other intellectual property rights in this eBook. Subject to the license below, all these intellectual property rights are reserved.

License to use eBook

Subject to your[payment of the applicable price and] compliance with the restrictions below and the other terms of this disclaimer, we grant to you [a worldwide, non-exclusive and non-transferable license] to:

- (a) download a copy of the eBook;
- (b) store and view a single copy of the eBook on a single desktop or notebook computer or similar electronic device;

You must not in any circumstances:

- (a) publish, republish, sell, license, sub-license, rent, transfer, broadcast, distribute or redistribute the eBook or any part of the eBook;
- (b) edit, modify, adapt or alter the eBook or any part of the eBook;
- (c) use the eBook or any part of the eBook in any way that is unlawful or in breach of any person's legal rights under any applicable law[, or in any way that is offensive, indecent, discriminatory or otherwise objectionable];
- (d) use the eBook or any part of the eBook to compete with us, whether directly or indirectly;
- (e) use the eBook or any part of the eBook for a commercial purpose.

You must retain, and must not delete, obscure or remove, all copyright notices and other proprietary notices in the eBook.

The rights granted to you by this disclaimer are personal to you, and you must not permit any third party to exercise these rights.

If you breach this disclaimer, then the license set out above will be automatically terminated upon such breach (whether or not we notify you of termination).

Upon the termination of the license, you will promptly and irrevocably delete from your computer systems and other electronic devices any copies of the eBook in your possession or control and will permanently destroy any paper or other copies of the eBook in your possession or control.

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



Hey.

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 diversify your income 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 diversify your income, you'll make so much more than the cost of this book.

First, we'll talk about controlling social media and the search engines.

Then, creating products for sale passively.

Third are subscription websites.

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

Let's go!

Introduction

Control Your Social Media & SEO

Social media.

This is one of the first steps you want to do, either before you start performing or very soon after.

Social media may be a no-brainer for seasoned models, but you would be surprised how many performers don't have a Twitter or Instagram account.

Not only are active social media accounts great for interacting with your fans when you're offline but can combat **cam thieves**.

From the moment you start streaming, people are doing searches for *your performing name* and any other keywords.

Who do you want to appear first: your Twitter, Instagram, your website or camthieves.com?

An example of one day worth of searches for a client is shown on the next page.

Google Searches

As you can see, there are multiple variations of the model's name being searched for every single day. Luckily for her, we were able to quickly rank for many of those keywords to start driving that traffic to **her website** instead of some other random page.

Query	↓ Clicks	Impressions
eliza rose without nude	127	789
eliza rose without naked	16	194
eliza rose without	9	58
elizacardinal nude	7	36
eliza rose without xxx	6	26
eliza rose without nudes	5	38
eliza rose without reddit	4	27
eliza rose without porn	3	51
eliza rose nude	3	24

Social Media

Social media is a free way to build your loyal fanbase. Be warned, because you don't own the platform, they can make your account go away at any time for any reason.

Sometimes no reason at all!

So you should grow your accounts on the platforms, but **never** use one as your sole source of external traffic.

Treat social media as a supplement.

You can quickly find examples of performers' accounts being removed for no reason.

That and [terms of service change](#) all the time.

Remember when Tumblr changed its terms and removed adult content?

So if you're using social media, keep your content PG or use an adult friendly alternative.



Twitter

When it comes to being a performer, at the bare minimum you should have a Twitter account. Even if all you do is share when you go live, you're going to grow a following and beat out the thieves.

Twitter is a good way to drive traffic to your live streams and products for sale.

We recommend including a picture with your "sale" posts to increase interaction.

If you're worried about the content you post and your account going away, you can start you use an adult friendly Twitter alternative like Switter.

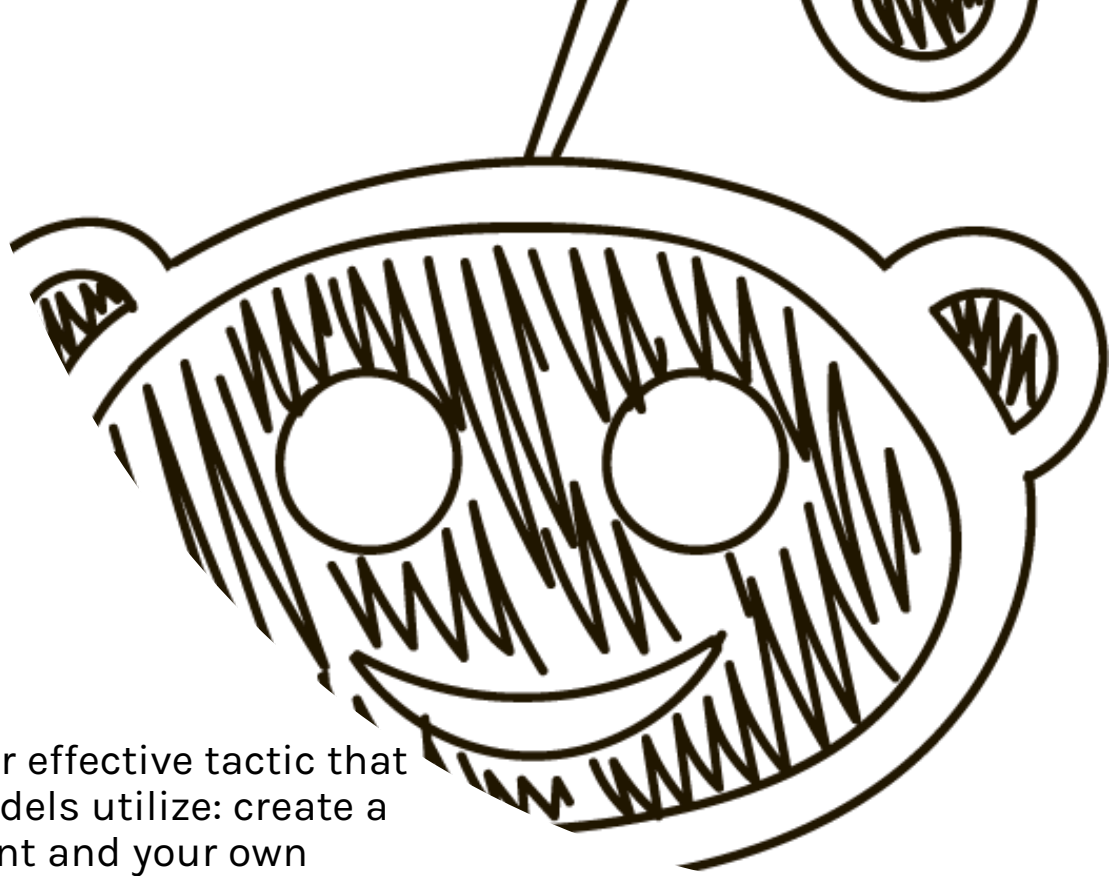


Instagram

Instagram is a fantastic platform to grow a following if you keep your content PG.

The thing with Instagram is it may be difficult to drive those viewers off the platform and to your live stream or website. Users have to click from your sexy image to the link in your bio to go anywhere, so don't put a link in your image caption.

Instagram is great for brand awareness, but don't expect viewers to come direct from Instagram. Use it for brand building, not so much sales messages.



Here's a super effective tactic that not many models utilize: create a Reddit account and your own subreddit.

DON'T JUST POST LINKS TO YOUR PERFORMANCE

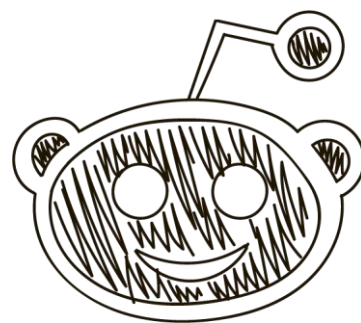
You're not going to get any sort of traction because Reddit users do not like self promotion.

If you're on Reddit already, check out the user u/imawful69. They started off posting on /r/gonewild (a subreddit for posting your nudes) and now they're one of the biggest names in porn: Gabbie Carter.

On the next page you'll learn the best strategy for Reddit.

Reddit

Reddit Strategy



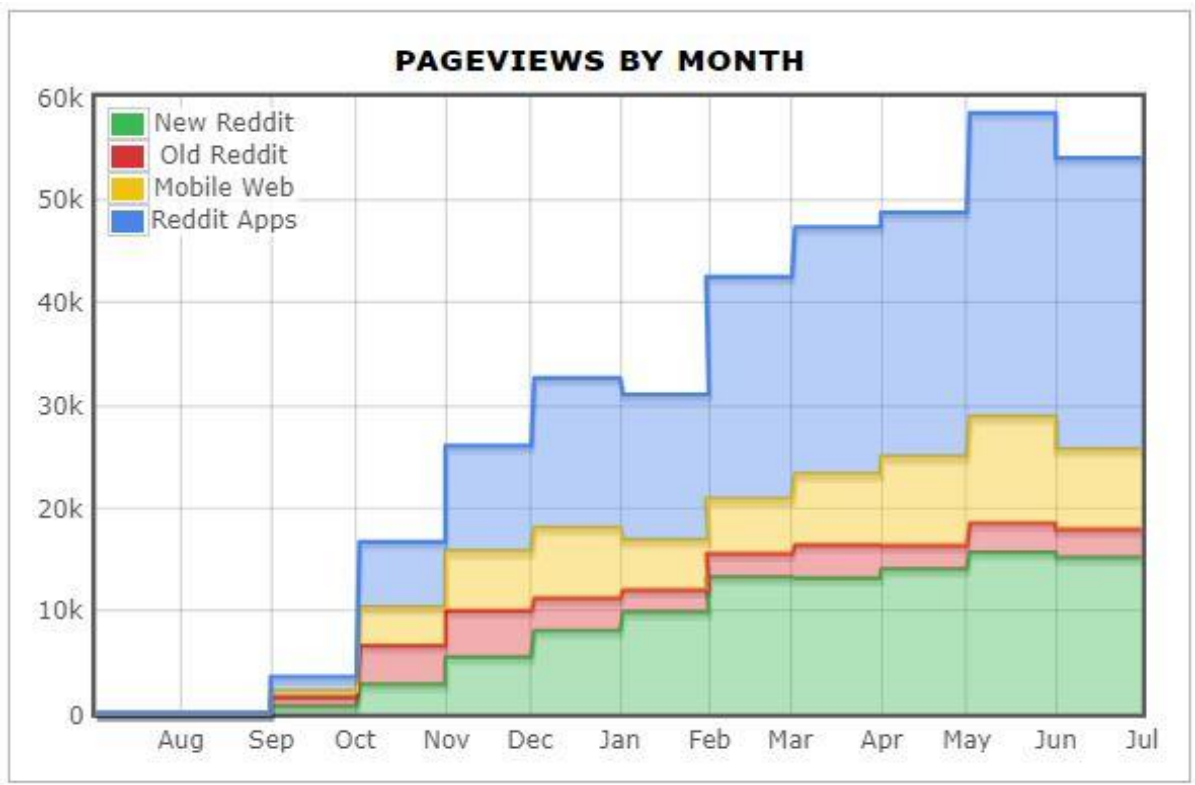
Please be aware that this takes a few days/weeks to implement properly. You may be able to shortcut if you gain popularity quickly.

1. Create a Reddit account with your performing name
2. Post pictures to relevant subreddits. Don't just post on the most popular subreddits like /r/gonewild, /r/amateurporn, etc. Do a Google search like "subreddit big tits" or "subreddit small butts" for niche subreddits you can post on
3. (Optional) Leave a comment on those pictures saying something like "hope you like it"
4. Post a new picture to 4-5 "core" subreddits that like your content every day/every other day with titles like "You guys like my last post so I took this for you too" or questions like "do I belong here?"

Reddit Strategy Continued

5. After a day or two and building your account “karma” create a subreddit of your own with your performing name before someone else does
6. Post your content to your own subreddit in addition to your “core” subreddits. It should start gaining subscribers quickly because people who like your content are looking at your profile for more
7. After a week or two of posting regularly, link to your subreddit in your profile. If you left comments on your posts, edit them with a link to your subreddit
8. Depending on how popular your posts were, you can have a few hundred or thousands of followers on the subreddit **you** run
9. Now you can self-promote with ease, making posts sticky (so they’re the top of the page) and have a link to your stream in the sidebar





The Reddit Strategy Example

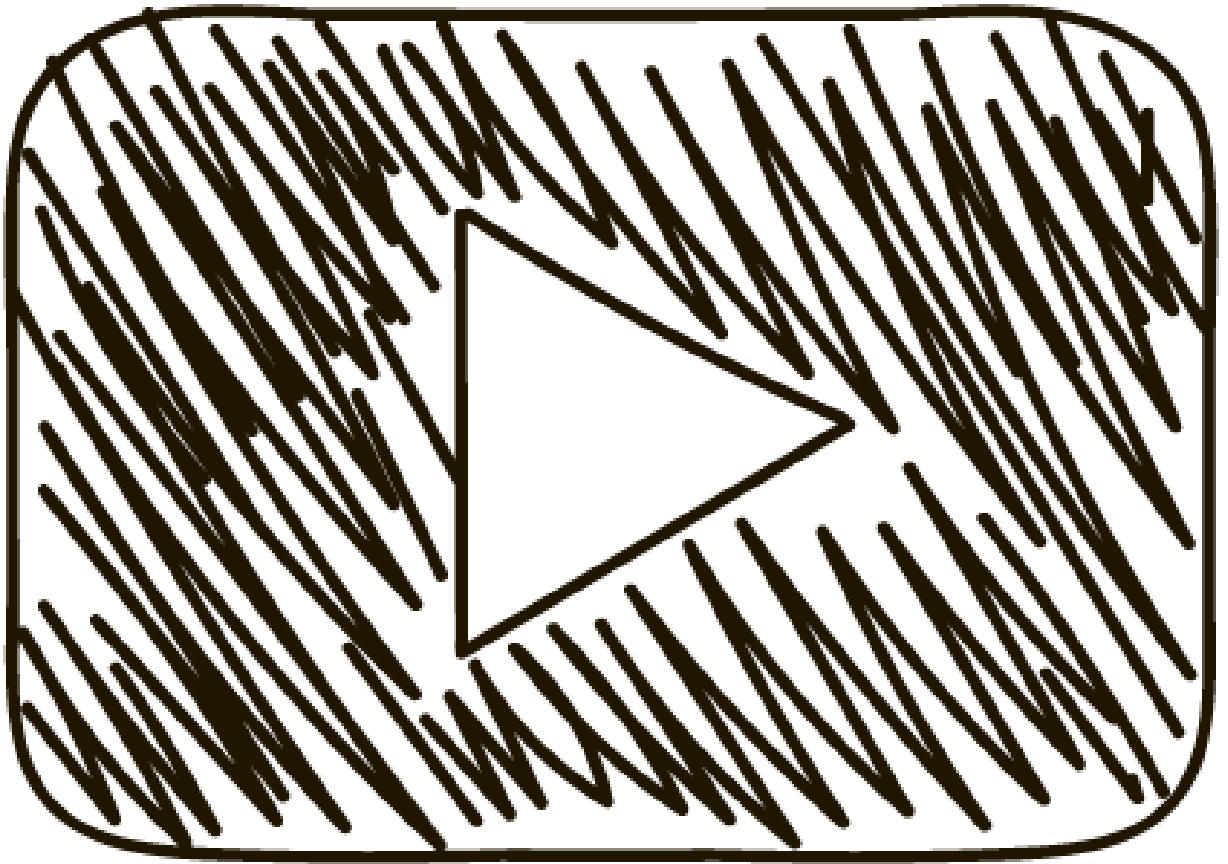
One of our clients used this exact method to growth their personal subreddit. As you can see growth is continuous and this screenshot was taken at around 4,300 total subscribers.

700 unique visitors to their subreddit per day

20-50 new subscribers per day

70-170 clicks to their website per day

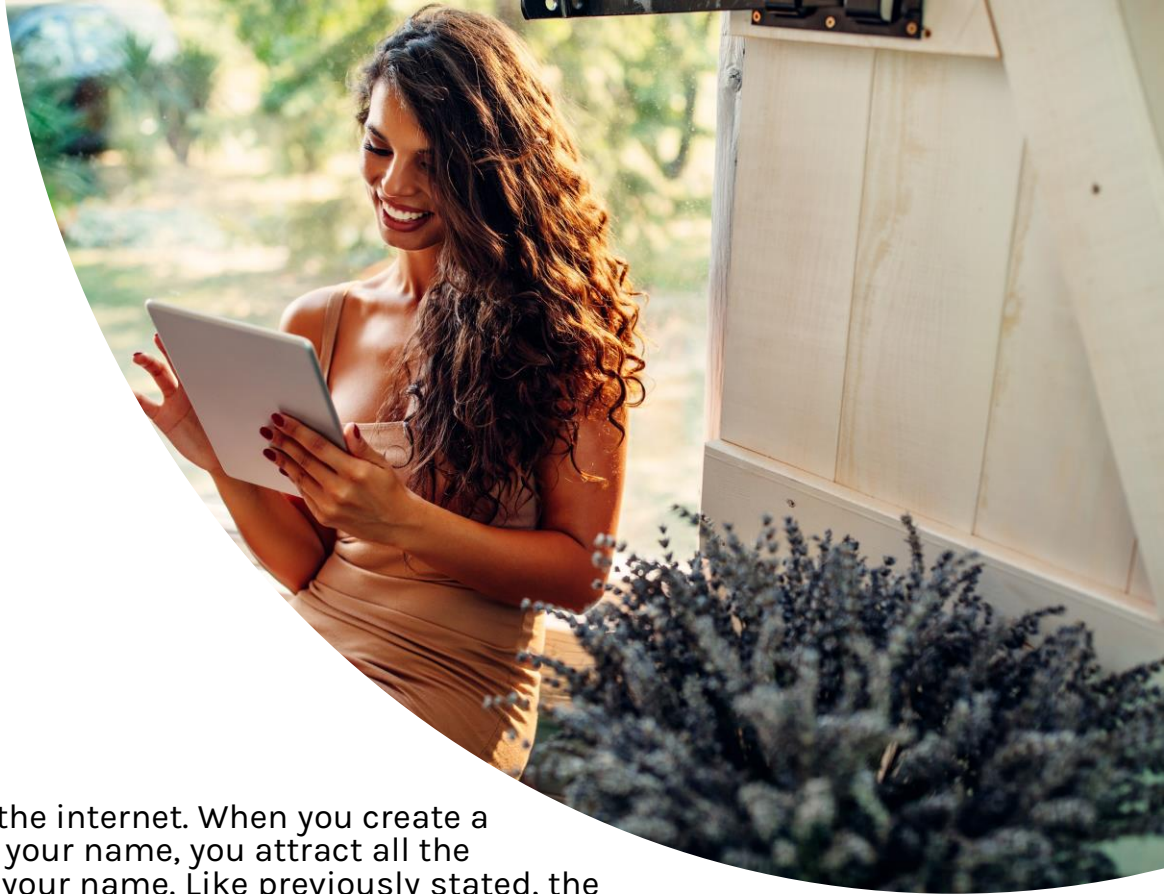
At a 1% conversion to paid subscriber, that's 20 to 50 new fans per month and growing.



Creating free video content is a great way to get more eyes on content that **you** own.

For instance, if you put out a video on PornHub, you can get paid for every view it gets. PornHub is more popular than any cam thief website, so it's bound to show up before them if someone searches *your name videos*.

Vlogging is a great way to show up before the thieves. The problem is it takes an extreme amount of time and effort to make a proper vlog. It does create a positive connection with your fans.



Your hub on the internet. When you create a website with your name, you attract all the searches for your name. Like previously stated, the second you start performing, viewers are going to start searching for your content.

Take control of the traffic you're creating with your content.

From your website you can direct fans to the platforms you use to stream and sell products. OR, you can sell direct from your website and keep all the revenue you generate.

You can also build an email list of fans which is one of the best ways to get in contact with your fans (and is rarely discussed).

Release a new clip? Email it out.

Started a subscription service? Email it out.

Going to an adult expo and want your fans to know about it? Email it out.

It's one method of communication **no one** can take from you.

Create a Website



The Power of IFTTT

One of the most useful and less known tools on the internet is the website IFTTT.

With IFTTT, you can connect all your social and promotional tools together. So if you post on Instagram, it automatically posts the image to your Twitter, automatically posts your image to any number of subreddits you want, and any other action you can think of.

That's how you can manage all these platforms with minimal time invested!

We've used IFTTT on websites for years and it continues to deliver. The best part is it is 100% free! There isn't even a paid option.

Please look into IFTTT if you're running multiple social media platforms & exploring Reddit as a promotional tool.

It will make you feel like a hacker.

More Products, More Sales

The more you can offer your fans offline, the more money you'll make.

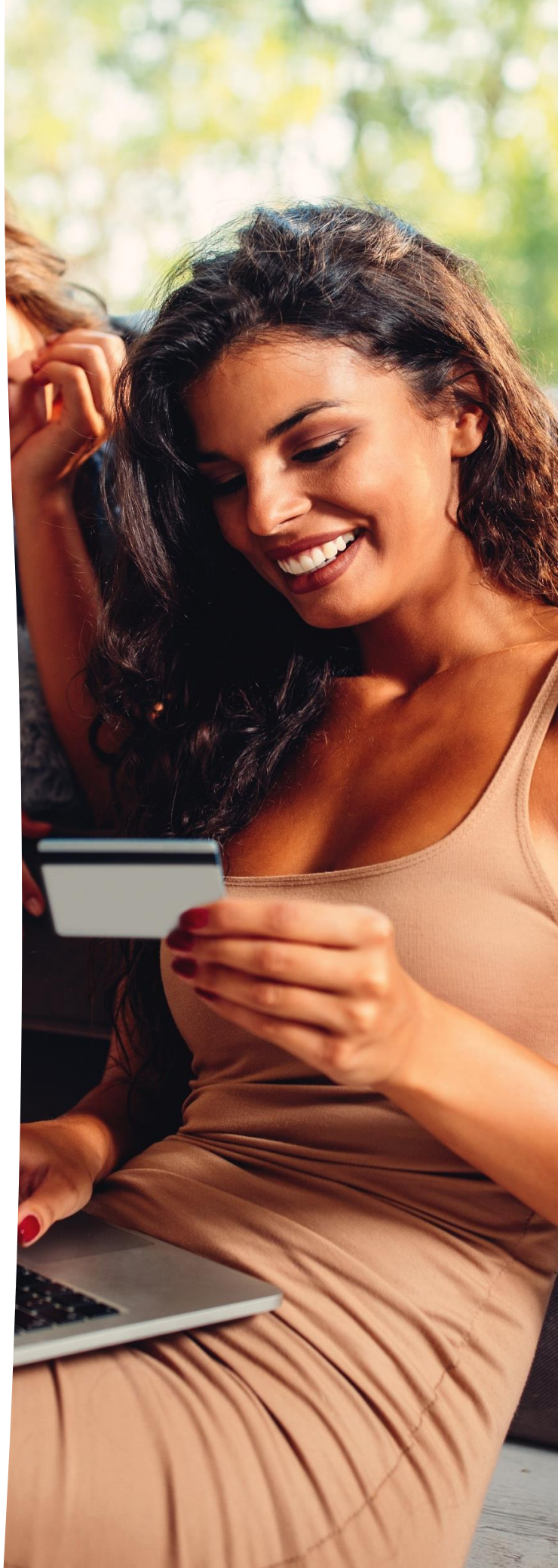
With little to no extra effort on your end.

Some common things you can sell are video clips and picture sets. Those sell very well and are worth exploring.

You can also offer custom content to fans. That can be video, audio, or imagery.

Additionally, physical goods sell well as well. Underwear are always top of mind. However, there are *other* things you can sell that people *will* buy we'll get into soon enough.

Let's go into more detail on each now.



Basic Sales Terminology

There may be words in this section that you're unfamiliar with. Here are some basic sales terms to become familiar with as you expand your empire.

Upsell getting the customer to purchase more expensive items, upgrades, or other add-ons to create more revenue

For example - convincing a customer to purchase a 30 minute custom video instead of a 10 minute custom video

Cross-sell selling a different product to provide an additional benefit to the customer

For example - selling your panties and pitching them a custom video of you cumming in them and a picture set of your day wearing them

Funnel the journey or process a viewer goes through to go from *freebie seeker* to *customer* to *whale*

Of course the world of selling is so much bigger, but for now we'll stick with the very basics.

Picture Sets

Picture sets are a series of pictures that all follow the same theme and sold as a package.

Sometimes they are all taken at the same time and in the same outfit.

Once you have a number of picture sets created, you can create additional sets with similar poses. You can also create bundles of sets that you offer for a discount to customers.

Say you have 5 picture sets with 20 pictures in each for \$5 each. You can take, say, the camel toe pictures from each set and sell those for \$1 or \$2.

Then, you can combine all 5 sets into one bundle and sell that at a discount, \$15 or \$20.

You took 5 products and turned it into at least 7 products, with no extra effort or money spent on photographers.

Here is a [more in-depth guide](#) to selling your nudes online.





Video clips are prerecorded videos of you performing a specific act or set of actions for your customers.

They can be as simple as one blowjob scene for 5-10 minutes or as complex and well produced as a 30+ minute extended sex scene.

If your streaming website doesn't support selling video clips, some options are:

- [IsMyGirl for Women](#)
- [IsMyGuy for Men](#)
- [ExtraLunchMoney](#)

All of these sites offer the ability to sell video clips direct to your fans.

Of course, your own website is the best place to sell to fans.

Video Clips

Custom Content

Creating custom content can be very lucrative. There is a bit of back and forth with a customer beforehand to make sure both parties are satisfied.

You should make it very clear **exactly** what you're willing to do and what your hard limits are. That way there is no confusion. The last thing you want is to waste time going back and forth with a timewaster who's requesting something you would never do.

To really make things easy you can list how much it would cost for a custom video the same way you set up your tip menu. You can set a base amount plus upsells for any additional customization.



Physical Goods

Many models make great money selling their underwear and other products. Not only from the product sale, but all the other things a fan wants to pay for too. If they want to buy your underwear, you could cross sell them a custom video of you wearing and cumming in them. From there you could upsell them to get a longer video and have them coming back for more again and again.

Selling physical products can be tricky when you're trying to keep your privacy. Even if you don't include a return address, the post office needs to mark postage that includes information that can identify which post office you mailed from.

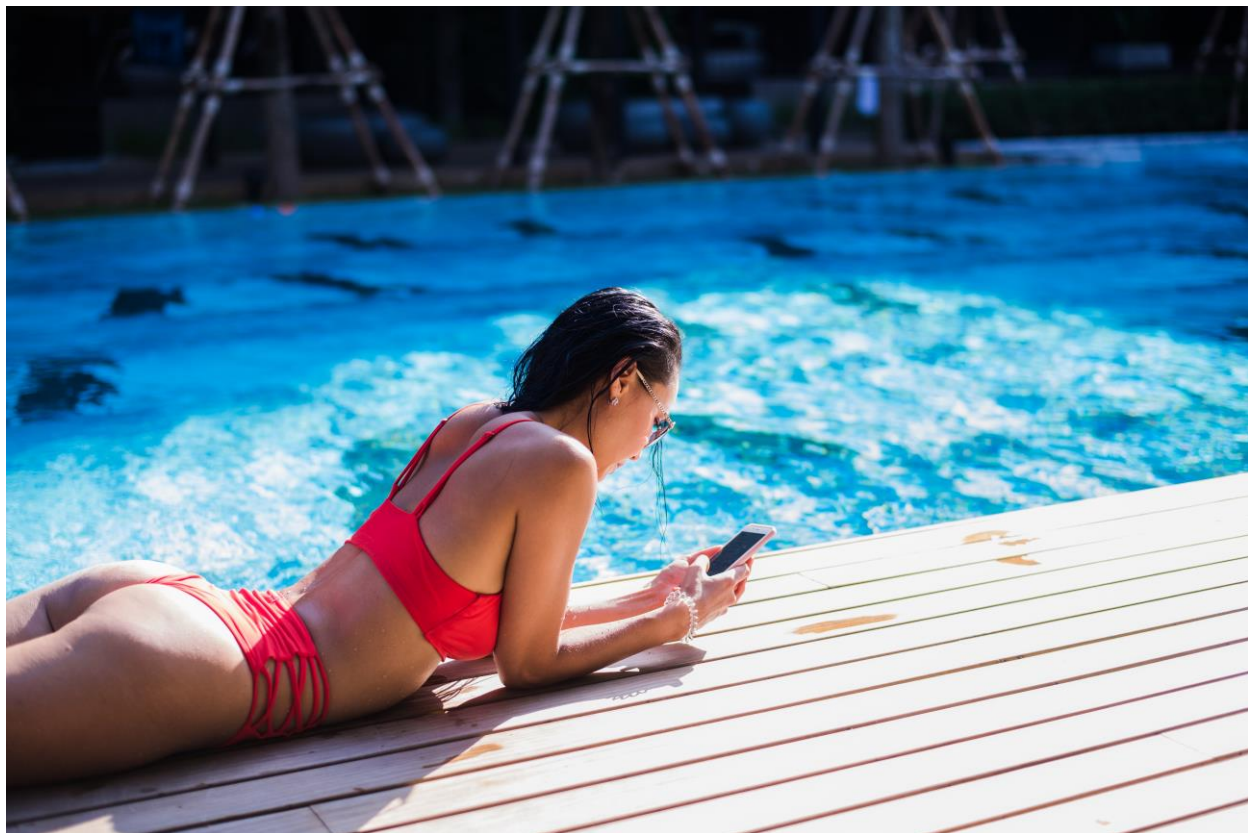




When you build a large enough fan base, you can get super creative with what you sell to them. If you remember Belle Delphine's infamous Gamer Girl Bath Water you know what we're talking about.

Not only did it garner so much attention, it sold out damn near instantly for the memes. \$30 a pop for dirty water. No bullshit.

Remember Gamer Girl Bath Water?



Subscription Websites

Subscription websites have been around for years but started gaining mainstream popularity in early 2020. Suddenly, everyone and their grandma had an OnlyFans account.

Before subscription websites there were premium Snapchats which were harder to manage. Models would have to manually add and remove followers as they paid.

Some subscription websites have gone beyond simply allowing the subscription to your wall and offer 1-on-1 chats, live streaming, custom content, and video sales.

Before we talk about a few great options, we'll talk about why you may want to avoid OnlyFans.

OnlyFans Controversy

As OnlyFans gains mainstream popularity, they're slowly kicking off the sex workers that built the platform.

When sex workers were being kicked off platforms like Instagram, Tumblr, and Patreon they joined OnlyFans due to its looser restrictions on what they could post.

With the flock of “everyday” people trying to jump on the OnlyFans bandwagon, the website is not outright calling for a ban on adult content, but some sex workers have had their accounts shut down for no real reason.

But it's only a matter of time. If you do use OnlyFans, consider an adult friendly alternate now before they entirely turn down the audience that built the platform.



IsMyGirl & IsMyGuy

One of those adult friendly alternatives to OnlyFans is IsMyGirl & IsMyGuy.

Created in 2017, IsMyGirl has options to make money beyond subscriptions. You're able to create custom content, sell videos, livestream, chat 1-on-1 and so much more.

It's really a 1 stop shop away from your primary camming site.

IsMyGuy is simply the male equivalent to IsMyGirl, with all the same perks and ways to make money.

[If you're interested in learning more about IsMyGirl, click here](#)

[Male? You can click right here](#)



Frisk

Frisk is another option for performers, although it has fewer options for sale than IsMyGirl & IsMyGuy. This is great if you only want to have the paywall & maybe 1-on-1 chats.

Keep it simple, get paid. What more could you want?

[Click here to check out Frisk!](#)

Game Plan for New Performers

Time and time again we see models that sign up, go live, and think they're going to make 6-figures looking pretty.

Implementing all these new tactics at once would be hard to maintain. With that, it's recommended to take things slowly.

If you are a new performer, day 1, here's what you should do

- Create a Twitter account, Reddit account, and Instagram account all with your performing name and go live. **Talk 🤝 With 🤝 Your 🤝 Viewers**
- Promote Twitter and Instagram, regardless if anything is posted yet to get followers
- After the stream, start with the Reddit strategy & set up IFTTT linking
- As soon as you can, create a subreddit with your performing name
- Consistently try to stream at least 3 hours a day for 2 weeks
- Continue posting every day to Reddit (other subreddits and your own), Twitter, and Instagram
- By now you will have a solid foundation of fans so if you decide to start a subscription or start selling products, customers are there ready to give you their money
- \$\$\$