



A Guide to Earning on Creator Platforms

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soSpoilt



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Why choose SoSpoilt?



**Why you
should use
a creator
platform**





"I put a lot of effort into creating good content. So, it felt like a waste when I was just posting it on social media for anyone to see for free."

Rachel, Content Creator

Why you should use a creator platform

Have you built a social media following? Do you want to get paid for the content you create and share with your fans? A creator platform could be the answer.

Earn from your content

Instead of allowing anyone to see what you post online for free, creator platforms (also known as influencer/subscription platforms) let you earn directly from your content. Fans subscribe to your page and pay to access photos, videos, messages and more.

Be your own boss

It doesn't matter what type of content you create. Maybe you're a beauty vlogger creating makeup tutorials. Or perhaps you're a fitness influencer creating workout videos. With the help of a creator platform, you can become your own boss. Make money from home by sharing content that means something to you and your online following.





How this guide can help you

Learn how to...

- **Choose the right platform.**
With so many creator platforms available, it's important you know what to look out for and what to avoid.
- **Earn as a creator.**
Get clued up on platform fees, tax and the most reliable payment methods.
- **Build your fanbase.**
Discover the power of social media to promote yourself, attract new subscribers and earn more from your content.



Choosing
the right
platform
for you





Choosing the right platform for you

**You'll find many creator platforms to choose from these days.
But how do you know which one is right for you?**

Before you start searching, it's important to work out what you want, what to look out for, and what to avoid.

You can do this by asking yourself 3 questions...

- 1. How do you want to earn?**
- 2. What kind of content do you want to create?**
- 3. How do you want to interact with fans?**



1. How do you want to earn?

Different creator platforms provide you with different ways to earn from your content. As well as fan subscriptions, some allow you to earn from messages, live chats and tips.

All platforms will take a percentage of what you earn (this is known as the platform fee). However, some take more than others, have stricter rules about when you can cash out, and don't handle VAT in line with UK and EU regulations.



Look for platforms that:

- Let you set your own prices and cash out regularly
- Allow you to earn from more than just fan subscriptions
- Provide safe and direct payments, so you don't lose a chunk of your earnings to third-party processors



Avoid platforms that:

- Don't pay you in your own currency, or you'll waste money on exchange fees
- Have high platform fees
- Don't handle applicable VAT like they should by law



2. What kind of content do you want to create?

Rules about what you can share with fans varies from platform to platform. For instance, some ban NSFW content, while others give creators total creative freedom.



Look for platforms that:

- Welcome your genre of content
- Allow you to upload different file types, such as photos, text, audio recordings and videos



Avoid platforms that:

- Ban the content your create
- Don't support certain types of content you want to share, such as live streams



3. How do you want to interact with fans?

Which platform you choose will determine how you can communicate with fans besides posting content on your page. Some offer only basic direct messaging systems. Others let you charge what you like for live video calls, private phone chats and more with any fan, not just active subscribers.



Look for platforms that:

- Allow you to safely interact with all your fans, not just subscribers
- Let you earn from messages, live chats, calls and more



Avoid platforms that:

- Don't let you set your own prices for fan interactions
- Don't hide your personal number or email address to protect you when chatting to fans



Found a platform?

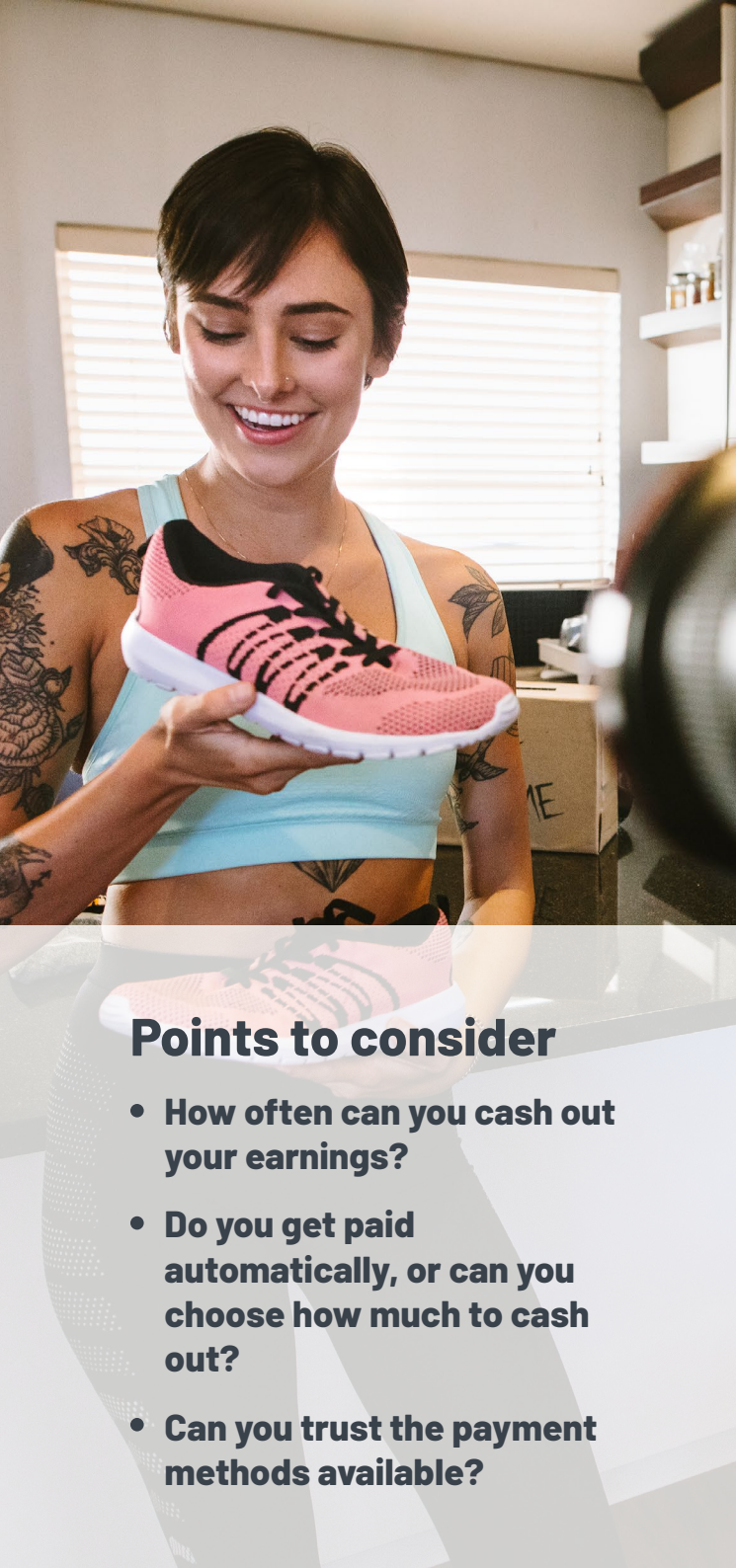
When you think you've found a creator platform which gives you what you want, do your homework before you sign up. You should...

- **Research the company's history.** Try and find out how long the company's been in business and who is behind it. If you can't easily find this information, you should think twice about joining. Serious businesses are transparent and do not try to hide their identity or ownership. You should also be wary of brand new companies, with no track record of making payments.
- **See what's being said about it online.** Find comments on social media, in the press and on review sites. If current users are not saying good things, or are complaining about payment processes, the platform is probably best avoided.

Remember, the success of your content business depends on the platform you choose to build it on. You are relying on the platform to work properly and pay you safely.

Earning as a creator





Points to consider

- **How often can you cash out your earnings?**
- **Do you get paid automatically, or can you choose how much to cash out?**
- **Can you trust the payment methods available?**

Earning as a creator

There are several factors to consider when evaluating your earning potential on a creator platform. Gathering an overall picture of how the platform handles your payments is a good place to start.

You also need to understand what is expected of you, and the platform, when it comes to things like tax, fees, and declaring your earnings.

How you get paid

Consider how the platform pays you, and how much control you want over your payments. Some platforms offer payouts once a week or month, while others allow you to cash out when it suits you.

However, there's always some degree of risk involved in leaving earnings to build up without cashing out. And there may be restrictions on how long any individual transaction is held by the platform.

It's also worth checking the transaction methods the platform offers you and your fans are safe and viable.

For instance, some payment companies like Paypal and American Express do not allow account holders to buy and sell certain types of content. If the platform claims to use one of these companies, yet fails to mention anything about prohibited content, how can you trust you're going to get paid?



Platform fees

Almost every creator platform charges a platform fee. This is usually a percentage of your earnings. But some may also charge creators joining fees, exchange fees, and fees to access certain features.

That's why it's important to shop around before choosing the right platform for you.

Watch out for platforms offering deals that seem too good to be true though. If a platform claims to pay you 100% of your earnings, ask yourself: how does this platform make enough money to sustain itself? Will it be around long enough to actually pay you the money you make from your content?

It's also worth reading the small print. A platform may claim to let you keep a higher percentage of your earnings than its competitors. But do they calculate their platform fee in the same way? Is the percentage you keep calculated on your net or gross earnings? Some deduct as much as 10% - 15% as billing charges before giving you your quoted share.





Tax

As a creator, you need to understand applicable tax and VAT rules. You are expected to look after your own income and business taxes, and declare your earnings to the relevant authority in your country.

However, as a digital platform, the creator platform is responsible for collecting and remitting VAT on both UK and EU sales.

In fact, businesses operating anywhere in the world with customers in the EU are responsible for charging, collecting, reporting, and submitting Europe-specific tax to individual governments.

Read the platform's terms and conditions carefully though. Recent reports reveal that

there are some platforms failing to collect VAT like they should by law. And others are trying to pass any potential liability onto the creator. Make sure you know what you're agreeing to when you sign up.

If you are a VAT-registered business, you also need to choose a platform that issues and allows you to submit VAT invoices, so you can easily reclaim VAT on payments.

"As a UK VAT-registered creator earning over the £85k per annum threshold, SoSpoilt was the only platform where I could get proper VAT invoices and have it all handled easily for me."

Michelle, Leading Content Creator



Protecting yourself and your content





Protecting yourself and your content

Though many creators enjoy getting to know their fans, it's important to protect yourself and your content. So, what are the best ways to keep yourself safe as you build your online following on a creator platform?

Avoid sharing your personal details

Personal information like your address, workplace, and payment details should never be made public by the platform. You may decide to share these details with certain fans yourself for business reasons, but do so with caution.

If the platform offers features which allow you to charge fans for phone chats or text messages, make sure your real number or email can remain private if you wish.





Check how the platform uses your content

Read the platform's terms and conditions carefully.

You should always own your content. But some platforms will ask for the right to share your content with third parties, or use it for marketing purposes, without crediting you. Don't agree to anything you're not comfortable with.

Prevent fans from stealing your content

A common concern for lots of creators is stolen content.

The platform should make it clear to fans that they should never share your content without your permission. Ideally, they will require fans to agree not to repost content they pay to view as part of the platform's terms of service. You should also be able to attach your own terms of use to your content.

Some platforms boast security features, like digital watermarks, to make it easier to trace and report stolen content too. It's important to remember that even the most advanced security features are not foolproof though. If content is displayed on a screen, another device can be used to record it. So don't just rely on security claims made by the platforms.

Building a loyal fanbase





Building a loyal fanbase

So, you've joined a creator platform and you know how to safely earn from your content. Now how do you (a) get fans to subscribe and (b) keep your fans engaged?

Perfect your page

The first thing you need to do is make your page attractive to potential subscribers.

Upload a profile picture and bio that tells fans who you are and what kind of content you create. Try and get them excited about what they can expect if they subscribe.

You might want to check out similar creators' pages on the same platform to get some inspiration and see what works.

Promote yourself on social media

Social media is one of the most powerful tools for promoting yourself and directing new subscribers to your page.

On all your social media channels, you should...

- Tell followers where and why they should subscribe to you.
- Include direct links to your page in your bio and posts.
- Connect to your page if possible. For instance, some creator platforms allow you to connect to Twitter for automatic tweets when you upload new content.

Create content your fans want to see

Getting fans to subscribe is only the first step to building a loyal fanbase. If you want to keep your fans happy, you need to post regular content that's worth paying to see.

Here are 3 top tips to help get you started...

1. Create a content plan

If you want to avoid creators' block, it's important to plan ahead and jot down ideas for content when they strike.

Try not to overload yourself. Create a content plan that fits around your schedule and you'll be more likely to stick to it.

2. Listen to your fans

Most creator platforms allow fans to like and comment on your posts.

Whether it's selfies or live videos, note what type of content gets the best reactions. Try to create more of what your fans want to see.

3. Think quality, not quantity

Don't just fill your page with low quality content. Fans are paying to see what you post, so it should be better than the content they can access on the internet for free.

Put time and effort into what you create. Your fans will be far more likely to keep subscribing and recommend you to their friends.





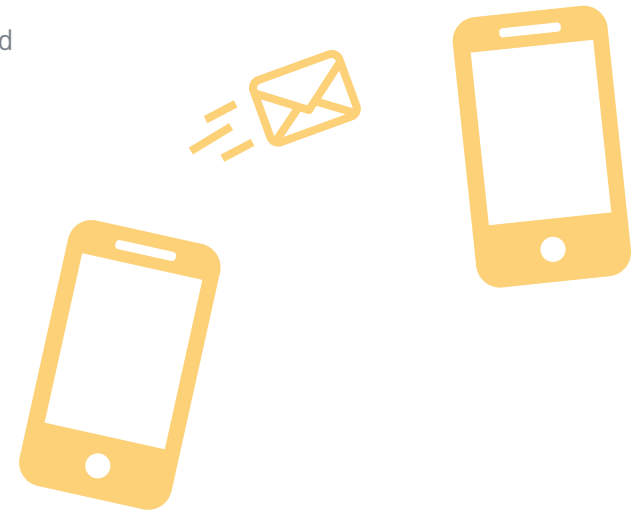
Interact with your fans

As well as creating content, it's good to get to know your fans using the messaging features available on the platform. In fact, most fans say they value one-on-one interactions with creators over the content uploaded to their page.

You might be able to...

Live stream to fans. It's important you tell fans in advance when you'll be going live and how it will work. Some platforms include live content in the price of fan subscriptions. Others let you charge fans a one-off fee (or even a per-minute rate) to view your stream.

Send direct messages. You may be able to send free or pay-to-view texts, photos and videos to groups of fans or individuals. Try to respond to fans' messages promptly to make them feel valued.



Why
choose
SoSpoilt?





Why choose SoSpoilt?

Now that you understand how creator platforms work and what to look for, we thought we'd introduce you to SoSpoilt.

SoSpoilt is the creator platform for the influencer that wants to connect with their fans and feel confident knowing their content and earnings are in safe hands.

friendly features like subscriptions, direct messaging and live chats. Plus, thanks to specialist software, applicable VAT is calculated by the platform.

SoSpoilt allows you to grow and earn directly from your fanbase, with the help of user-

Check out all the boxes SoSpoilt ticks:

Feature	SoSpoilt
Can you choose your own rates?	👍
Can you be paid in your own currency?	👍
Can you offer fans pay-per-min live chat?	👍
Do they offer automatic tweeting, to help you promote yourself on social media?	👍
Is it free to join?	👍
Can you choose when you get paid?	👍
Are you given enough VAT/Tax information where necessary?	👍
Is applicable VAT/Sales Tax handled by the platform?	👍
Has the business been trading for over 20 years?	👍