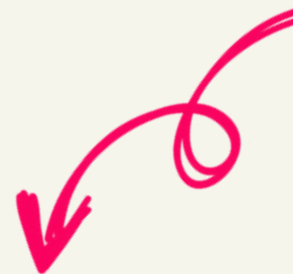


# THE ULTIMATE CREATOR GUIDE



THE INFLUENCER  
MARKETING  
FACTORY

# THE ULTIMATE CREATOR GUIDE



The Creator Economy is rapidly evolving, projected to surpass **\$500 billion** by **2027**, driven by the rise of influencer marketing.

A recent IZEA study reveals that **26%** of U.S. adults aged 18-60 identify as content creators, with over **64%** open to brand promotions.

Whether you're an established influencer or just starting out, **The Influencer Marketing Factory** is here to support you with our

**Ultimate Creator Guide.**

This resource covers **content monetization, personal branding, community engagement, and more!**  
Featuring insights from industry leaders and top creators.

For more amazing tips and news on the creator economy, check out:

[Our blog](#)



[The Influence Factor Podcast](#)

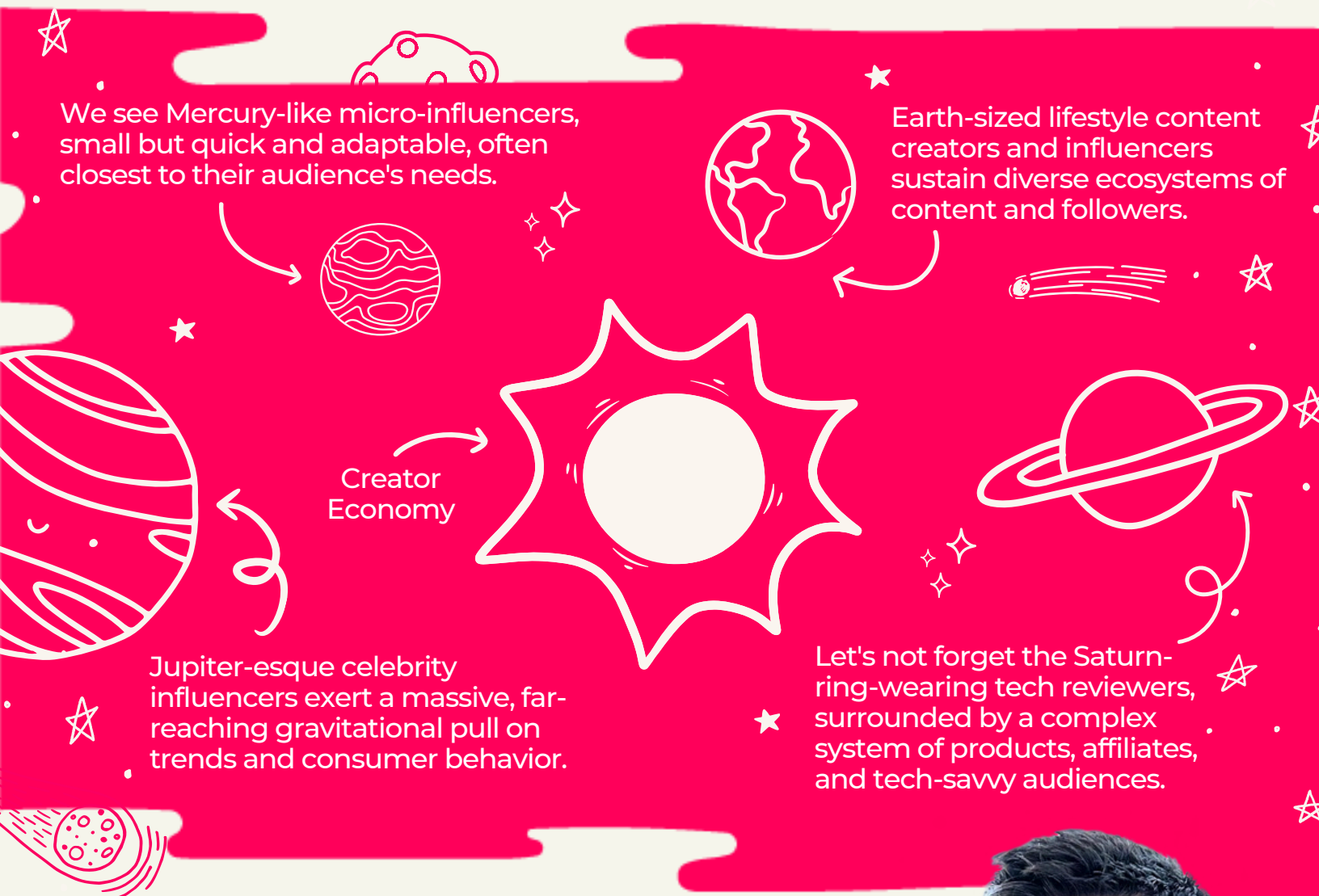
(top 1%)



[LinkedIn Newsletter: Spreading the Influence!](#)



Picture the **Creator Economy** as the sun at the center of a bustling solar system. It's not just a distant star; it's the **powerhouse driving an entire digital universe**. In this system, creators of various sizes and types orbit this central force.



Of course, this is just a fun and quick way to illustrate the concept, but remember, there are many more types of influencers and content creators out there, each with unique roles and impacts. Each of these "planets" is vital in shaping **media, commerce, and culture**. This **Ultimate Creator Guide** is your map, offering tools and insights to help you navigate the Creator Economy, whether you're a newly formed asteroid looking to make an impact or an established planet aiming to expand.

From understanding the gravitational forces of **brand deals** to mastering the orbital mechanics of **community building**, from grasping the physics of **content creation** to harnessing the energy of **AI** - we've assembled a comprehensive guide to help you thrive in this digital universe.

It's time to journey through the vast expanses of the **Creator Economy**!

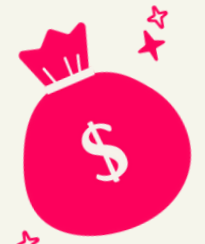


**Alessandro Bogliari**  
CEO & Co-Founder  
The Influencer Marketing Factory

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# Monetization Basics



**From brand deals to social commerce, content monetization is a core element of the Creator Economy.**

Before jumping into detailed tips and tricks on navigating brand deals, let's review some monetization basics for beginners. In this section, we will discuss some of the most common revenue streams for content creators, recommended monetization platforms, and how to finance your content.



# Powerful Video Ads



Video commerce goes beyond showcasing products; it creates immersive, real-time experiences that engage consumers.

Video ads drive a **48%** higher sales rate than static ads.

According to Marketing Dive.

**84%** of people say they have been convinced to **buy a product or service** after watching a brand's video.

According to a study by Wyzowl.



Adi Ronen, Founder & CEO of **buywith**

## CREATE A CLEAR CALL-TO-ACTION

1

Make it easy for viewers to take the next step, whether it's purchasing a product, signing up for a newsletter, or following your social media channels.

## SHOW, DON'T JUST TELL

2

Demonstrate how the product works, how it fits into daily life, or how it solves a problem. Seeing a product in action can be far more convincing than just describing it.

## KEEP CONTENT SHORT & SNAPPY

3

Attention spans are short, especially online. Focus on delivering concise, impactful content that gets to the point quickly while keeping the audience engaged.

# Learn to Monetize with Digital Products

**73%**

of **six-figure creators** believe AI tools will help them save over **26 hours per week**.

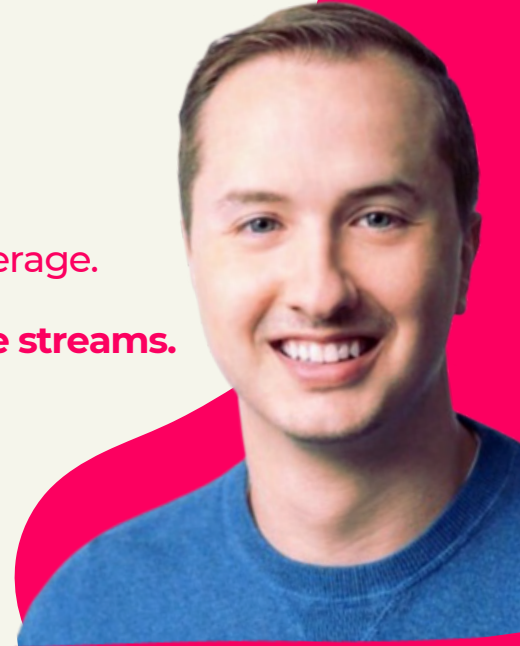
**75%**

of **top earners** say you need **multiple revenue streams** as a creator to be **financially successful**.

## CREATORS EARNING:

- **Less than six-figures** have **2** revenue streams on average.
- **\$150k/yr** or more are likely to have **7** or more revenue streams.

When asked about the most lucrative digital products in the past year, **70% of creators cited courses**, followed by **digital downloads (63%)**, and **subscriptions/memberships and online coaching (both 57%)**.



Reagan Fry, Director of Product at  **KAJABI**

  
[Listen to Reagan's Full Podcast Episode HERE!](#)

### 1 UNDERSTANDING PRODUCT-MARKET FIT

You need to truly understand your core audience and the problem that you are solving for them.

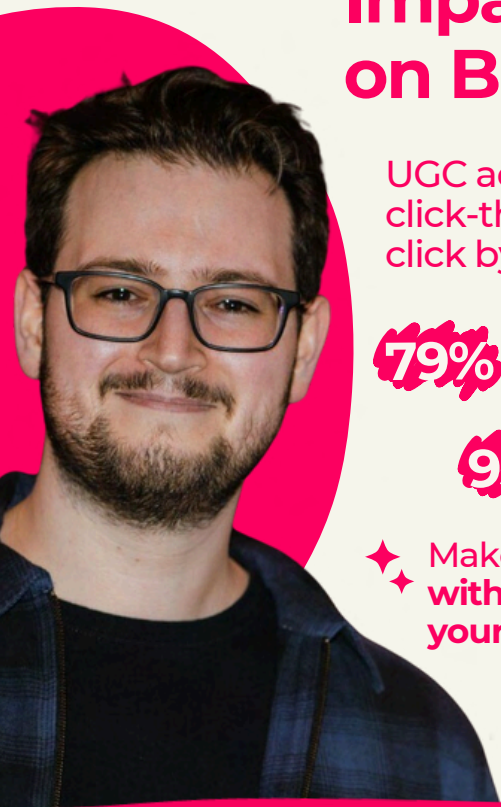
### 2 VALIDATE, ITERATE, & PIVOT QUICKLY

Start with something simple first like a landing page with waitlist signup, or even just a simple survey, before you start building to ensure you are building the right solution.

### 3 OWN YOUR AUDIENCE

When you own your audience, your business becomes less susceptible to platform changes, you keep more revenue, and your audience becomes more valuable both to you and other brands.

# Understanding and Monetizing With UGC



## Impact of UGC on Buying Choices

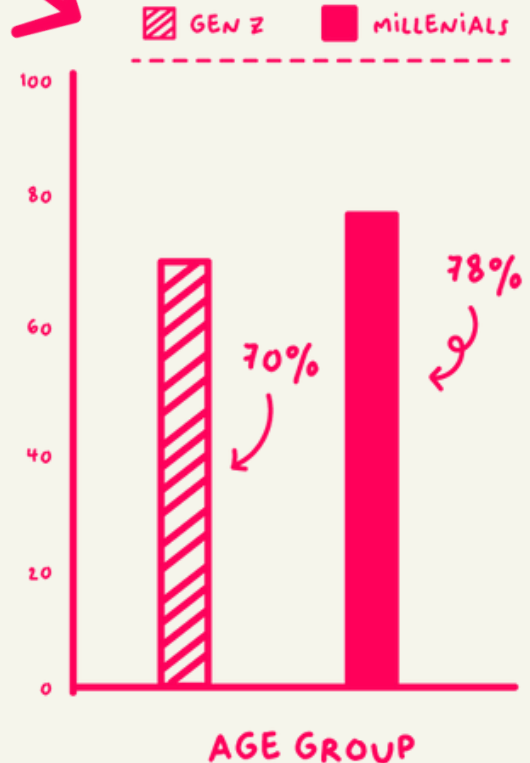
UGC ads also deliver **4** times higher click-through rates and cut cost-per-click by **50%**

**79%** of people are influenced by UGC.

**93%** find UGC extremely helpful.

✦ Make sure any featured brand **aligns with your values** and **resonates with your audience.** ✦

Social**4**TheWin



Jacob Wallach, Founder & CEO of Social4TheWin

### PROTECT YOUR CONTENT RIGHTS

1

Be cautious about giving away rights in perpetuity. Always negotiate contract terms to prevent indefinite use of your content.

### PROACTIVELY ENGAGE WITH BRANDS

2

If you feature a brand in your content, reach out—especially if your portrayal is positive. This can lead to brand deals or collaborations.

### AVOID COMMON CONTENT FORMATS

3

Avoid overdone formats like OOTDs or hauls. Instead, focus on creatively integrating brands into your content in ways that feel natural to your life.



# Creator Capital and Resources with Spotter

At Spotter, we **empower** creators with capital and resources (software, community, & data) to help them **grow** while maintaining their creative autonomy.

Our approach enables creators to scale their businesses on their own terms, keeping full control over their content and vision.

Videos **over 20 minutes** now account for nearly  $\frac{2}{3}$  of long-form watchtime on YouTube, particularly on TV, and this trend is expected to grow.

In response, creators are uploading **longer videos**, which now make up over **30%** of long-form content.

[Listen to Aaron's Full Podcast Episode HERE!](#)



**Aaron DeBevoise, CEO and Founder of *spotter***

## INVEST IN QUALITY

1

As your channel grows, reinvest in better equipment, editing software, and production. This improves video quality, boosts viewer retention, and attracts new audiences.

## SEEK FUNDING WITHOUT SACRIFICING CONTROL

2

Explore financing options that provide upfront capital in exchange for future earnings to scale your operations and solve their resource constraints without giving up ownership or creative control of your channel.

## COLLABORATE STRATEGICALLY

3

Partner with other Creators to tap into new audiences, build community connections, and increase your visibility in relevant content spaces. Build a supportive network of Creators around you.

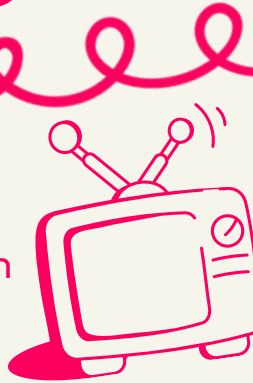
# How to Own Your Audience as a Creator



Creators are the new mass media company



Across all demographics today, people spend between **2.5-3** hours daily on both social media and TV.



For the youngest demo **18-34** social media usage is up to **3-4** hours per day and traditional TV is **1-2** hours.

Our viewing consumption is trending toward creator-produced, independent media.

Kyle Scott, GM of High Growth Creators at **THINKIFIC**

## OWN YOUR AUDIENCE

1

You can do this by creating value in exchange for an email address.

## SECURE YOUR AUDIENCE WITH VALUE

2

Collect emails from your audience through a newsletter or free lead magnet.

## BUILD & BE CONSISTENT

3

Build your list, and keep a regular outreach cadence on email. Email subscribers have higher intent, and they will always be yours.

# Tools to Try



## Ko-Fi

Join 1M+ creators getting donations, memberships and sales from fans!



## buywith

buywith is a Marketplace platform connecting creators with brands for a frictionless live stream shopping experience.



## Linktree

Join over 50M people using Linktree to share everything you create, curate, and sell from your social profiles with a single link.



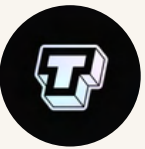
## FYPM

FYPM financially empowers creators by providing the tools they need to get paid what they're worth.



## NTWRK

NTWRK is home to live auctions, exclusive drops, and curated collections from trusted sellers and creators.



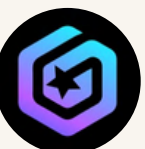
## Tilt

Tilt is redefining e-commerce for digital natives by creating an innovative, category-defining shopping experience.



## Gumroad

Gumroad enables creatives to sell directly to their audience — so that they can make a living doing what they love.



## GigaStar

GigaStar empowers YouTubers and investors with unique revenue-sharing assets in the Creator Economy via a dynamic marketplace.



# Navigating Brand Deals

To get started with successful brand partnerships, understanding media rights, how to craft the perfect pitch, and how to develop long-term relationships with brands is essential.

According to our most recent Creator Economy Report, finding brand deals is the most common challenge among content creators followed by pricing negotiation. eMarketer reports that U.S. social media creators will garner approximately \$8.4 billion in revenue from sponsored content alone by the end of 2024.





# Creator Pricing, Payments, & Best Practices

Follower count really means **nothing**, it's all about pricing for **usage, exclusivity, and understanding** the brand's budget before setting your rate.

Most creators earn **\$50,000 or less**, while macro influencers and celebrities make over **\$600K annually**.

An increasing number of creators who identify as **micro-influencers and UGC** are earning between **\$50-190K/year**.



**fypm\***

[Listen to Lindsey's Full Podcast Episode HERE!](#)



**Lindsey Lugrin, Founder of FYPM**

## CHECK FYPM FOR PRICING DATA

1

Before quoting your rates, search FYPM to see what other creators have been paid for similar sponsored posts.

## KNOW YOUR WORTH

2

The key to landing higher deals is knowing how much to ask. FYPM shows real data that could mean the difference between a \$1,000 and a \$10,000 deal.

## EXPLORE BRAND REVIEWS

3

Access over 22,000 anonymous reviews on 9,000+ global brands and agencies to understand what it's like to work with them.

# Earn More From Sponsors: Be Flexible



Every brand has **unique goals and perspectives** on your audience. Consider **audience fit**, but **stay open to what brands need**, whether it's content types (social posts vs. long-form) or ad placements (pre-roll vs. mid-roll). **Flexibility** increases your chances of collaborating with diverse sponsors.

**Direct sponsorships** let creators keep more of the profit, making them a **top revenue** stream.

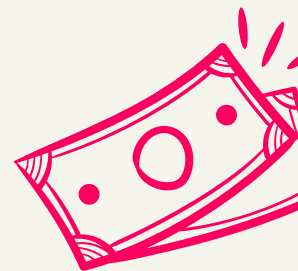
**69%** of creators say brand deals are their **biggest** income source.

(Source: [Influencer Marketing Hub](#)).

Henry Burreson, Founder of Repbot



Repbot



## WORK WITH MORE SPONSORS

## USE A NEGOTIATION TOOL LIKE REPBOT

## EARN MORE FROM EACH SPONSOR

**1** To maximize your sponsorship income, you want to boost your fill rate—ensure nearly every piece of content has a sponsor.

**2** When creators name their price first, they often leave money on the table because they don't know the brand's true budget. That's why having a talent manager or negotiation tool, like Repbot, is so crucial.

**3** By understanding the brand's objectives and discussing how you can meet or exceed their goals, you position yourself for a long-term partnership—and bigger payouts.

# How Your Link-in-Bio Tool Impacts Your Access to Brands



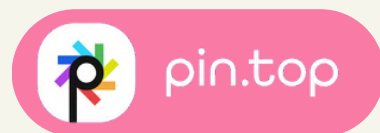
"Finding brand deals", "pricing negotiation", "communication with the brand", and "getting paid on time" are among the greatest challenges for Creators in 2024.



**MAKE YOURSELF DISCOVERABLE AND ATTRACTIVE FOR BRANDS!**

Tons of clients and agencies are looking for you. They want to know your audience **demographics**, your **packages**, **rates**, and everything in between.

Semion Kremeniuk, Co-Founder of pin.top



## SHARE INFO IN ONE CLICK

1

It should not take weeks for a brand to get this information. Ideally, it should be available in a matter of one click (e.g., from your bio).

## INNOVATE YOUR POV

2

Your personal link-in-bio should be more like store-in-bio, pushing your clients all the way to placing an order with 100% payment upfront.

## TRY PIN.TOP TODAY

3

Create your personal pin.top page to link your social media profiles, media kit, and paid service rates for easy access via your link in bio.

# Earn Big With Any Follower Count



Even as marketing budgets tighten, in 2023 brands are spending **\$6 billion** on influencer marketing!

Despite industry challenges, marketers still see value in influencers.

Many creators undercharge by focusing on follower count, but brands prioritize a **loyal, engaged audience and strong community.**

Brands creators who can **authentically connect** with followers and drive meaningful engagement, regardless of following size.

**soulcialmate**



**Kristen Bousquet, Founder at Your Soulcialmate**

## RESEARCH, DON'T UNDERCHARGE

1

Creators often undercharge by focusing solely on follower count. To set accurate rates, conduct market research to understand industry standards for your niche, engagement, and platform.

## ESTIMATE MULTIPLE REVENUE STREAMS

2

In addition to brand deals, explore affiliate marketing, digital products/services, and subscription-based services. Make sure to establish multiple revenue streams to maintain a stable income.

## NURTURE LONG-TERM RELATIONSHIPS

3

Instead of sending generic cold pitches, focus on building genuine relationships with potential brand partners. Engage with their content authentically and establish rapport before pitching.



# REVV Up Your Deals: Fast-Track to Monetization Success



**Lawyers** work with **Creators** to try to anticipate as many potential outcomes and concerns as possible, when entering into a brand deal. The **REVV** outline provides a **categorical overview** of main themes **Creators** can keep in mind while reviewing their deal.

If possible, have funds kept with an **intermediary** to ensure payment, and obtain **feedback** on the value provided to **support future partnerships**. REVV up your deals, and you will be on the **fast track to success**.

Frank Poe, Attorney and Founder at Poe Law PLLC



## RIGHTS

**1** Understand what Rights you are granting to the brand in terms of scope, duration and purpose. Also consider your Rights to resolve disputes in Court... and other contractual Rights that will protect you.

## EXPECTATIONS

**2** Understand the extent of the deliverables, the message, how you should conduct yourself, the Expectation of you and the brand not to disparage each other, and keeping information confidential.

## VALUE & VISIBILITY

**3** How and when are you paid? Have Visibility as to where, when and how your content is used, and when it is supposed to end. Keep visibility on accounting and what is owed.

# Creator Entrepreneurship

## Being a content creator is more than just video production

—it's an entrepreneurial role that requires mastering various aspects of running a business, including forming an LLC, managing taxes, and ensuring legal protection. Successful creators must also navigate business development, handle complex tax requirements like managing expenses and write-offs, and understand the importance of proper insurance and legal safeguards. Our team at The Influencer Marketing Factory has tapped into leaders in creator entrepreneurship to provide you with an essential checklist of tips and tools to refine your entrepreneurial skills as a creator.



# Common Creator Security Challenges



It only takes 60 seconds for a hacker to take over creator's channel/account!

- A **9-character password** with uppercase, lowercase, special symbol and number takes about 6 hours to crack
- An **11-character password** with just uppercase and lowercase letters takes about a month to crack

We can't think it will never happen to us. We got to think that we have a business, we're creators, we got to protect it.



Liron Segev, Security Tech YouTuber (1M+ Subs) & YouTube Security Specialist

Catch our episode of **The Influence Factor** featuring **Liron Segev**. In this episode, **Liron** discusses **common creator security challenges**, how to **identify scams**, and **actionable steps** creators can take to **protect their content**.



THE  
**INFLUENCE FACTOR**

Listen to Liron's Full  
**Episode HERE!**





# Essential Creator Security Tips



## 1 FORTIFY YOUR PASSWORD STRATEGY

- Use **long passwords** of at least *16 characters*, favoring **length** over complexity
- **Never reuse passwords** across accounts
- Consider using a **reputable password manager** to *generate and store unique passwords securely*

## 2 IMPLEMENT ROBUST MULTI-FACTOR AUTHENTICATION

- **Enable MFA** on *all accounts* that support it
- Use **authenticator apps** (*Google Authenticator, Authy, etc.*) instead of SMS for the *second factor*
- For **maximum security**, invest in a *hardware security key* like YubiKey for critical accounts

## 3 MASTER EMAIL SECURITY

- Always **hover over links** to *preview the actual URL* before clicking
- **Verify sender addresses and email headers** carefully
- Use **VirusTotal.com** to *scan suspicious links or files* before interacting with them
- **Request file transfers** through *secure cloud services* (e.g., Google Drive, Dropbox) instead of email attachments

## 4 STAY INFORMED AND VIGILANT

- *Regularly update yourself* on the **latest security threats**, especially those targeting creators
- Be **wary** of offers that seem **too good to be true**, even from seemingly official sources
- **Google suspicious email phrases** to check if others have reported them as scams
- **Exercise caution** with *unexpected packages*, considering opening them at *secure locations* like the post office



# THE INFLUENCE FACTOR

POWERED BY



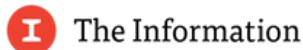
A TOP 1% PODCAST  
ABOUT INFLUENCER  
MARKETING, THE  
CREATOR  
ECONOMY, SOCIAL  
COMMERCE AND  
MUCH MORE...

hosted by Alessandro Bogliari,  
Co-Founder and CEO of The  
Influencer Marketing Factory

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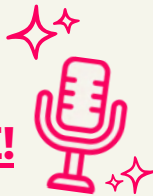
# Solidify Your Business with Legal Strategy

✦ Creators are startups and need to grow into businesses. ✦

Creators who want to exit one day need to have diversified streams of income beyond AdSense and brand deals. They need to have products like courses, consumer goods, and apps.

- Only about **4% of global creators** are deemed professionals, meaning they pull in more than **\$100,000 a year**. (Source: [Goldmach Sachs](#))
- **2/10 creators** have their own content related business (Source: [Adobe 2022](#))
- **40% of creators** aspire to one-day becoming a business owner (Source: [Adobe 2022](#))
- Nearly **half of six-figure creators** would join a creator union in the future (Source: [Kajabi](#))

[Listen to Tyler's Full Podcast Episode HERE!](#)



Tyler Chou, Founder & CEO of Tyler Chou Law for Creators

Many creators underestimate the importance of legal guidance until they encounter an emergency where they try to terminate an agreement only to realize that they are stuck in a predatory agreement with insane termination fees or maybe their YouTube channel has been demonetized or victim of copyright strikes and claims—or it has been deleted.



# Creator Law Checklist

Essential Tips from Tyler Chou

## THINGS TO CONSIDER FROM DAY ONE

- Setting up an LLC.
- Putting **General Liability** and **Media (defamation) Insurance** in place.
- Getting **trademarks** on your *names* and *profile photos*: take downs are easier and we can apply federal statutory damages for each violation.
- Putting *employee* or *independent contractors* **under agreement** so that if the employee or IC leaves suddenly with your footage, they *cannot claim that they own the IP* because you did not have an agreement with results and proceeds language that states that all IP they created or worked on belongs to you.
- Setting up the **finances, proper payroll** and

**PLEASE PAY TAXES!**

## INTELLECTUAL PROPERTY PROTECTION

**1** Creators should **prioritize protecting their intellectual property** from the outset, as their *content* is the *foundation* of their *brand*. Without proper legal protections like trademarks, copyrights, or patents, *others* can *misuse* or even *steal* their work.

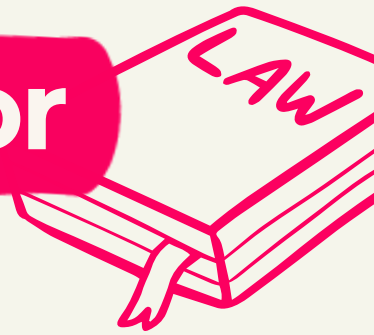
## BRAND DEAL NEGOTIATIONS

**2** Contracts must **clearly outline deliverables, payment schedules, and usage rights** to prevent creators from being taken advantage of. **Watch out for mutual indemnity with a cap on liability, kill fees, Mutual Morals Clause, and strange requirements.**

## EQUITY AND OWNERSHIP

**3** Creators *entering equity deals* with brands or businesses need to **fully understand the terms**, especially how *equity can vest or be diluted over time*. Make sure the *vesting schedule and services/deliverables* are *clearly laid out* without terms allowing reverse/pausing of vesting.

# Essential Legal Tips for Content Creators



**Only 14% of creators are legally compliant. As a business, creators need to understand all areas of their business, including legal!**

Navigating the legal landscape can be daunting, but it's **crucial for safeguarding your creative work and career.**

**Only Fans** which is barely ever mentioned as a creator platform had **\$18B** in revenue last year.

I predict that in the next **20 years**, more young people will choose **content creation** as their primary profession than **any other.**

Eric Farber, Founder and CEO of **CREATORS LEGAL**



## UNDERSTAND COPYRIGHT BASICS

## SECURE YOUR INTELLECTUAL PROPERTY EARLY

## USE CLEAR CONTRACTS

1

Familiarize yourself with how copyright laws protect your original works. Registering your creations not only solidifies your ownership but also provides legal leverage if infringement occurs.

2

If you have unique brand elements like logos or catchphrases, consider trademarking them. Early protection prevents others from exploiting your brand identity.

3

Always have written agreements when collaborating or hiring others. Contracts should outline roles, responsibilities, ownership rights, and payment terms to prevent misunderstandings.



# Financial Strategy for UGC Creators

Statistics speak for themselves!

**79%** of people say **UGC** impacts their buying decisions.

Consumers find **user-generated content 9.8x more impactful** than influencer content.

**84%** of people are more likely to **trust brands** if they use UGC in their digital marketing efforts.

If you're not investing in **UGC**, you're likely **missing out on engagement, sales, and an increasing positive public opinion** about your brand.



Anna DeJonge, UGC Content Specialist and Creator

## HIRE A CPA & REGISTER AS A LLC

1

Register yourself as an LLC to reap tax benefits on your business. Hire a professional and try to find someone with experience in creator/influencer finances.

## USE AI TO YOUR ADVANTAGE

2

AI automations can be life changing to your creator business. Prompting video ideas, editing scripts, cutting the pauses out of videos automatically—these are all ways I regularly use AI to be more efficient.

## SHARE YOUR KNOWLEDGE

3

I've gotten some of my biggest projects from people watching my "how to" and strategy videos and then reaching out for content help.

# Tips for Effective Financial Management ✨



## Maintain Accurate Records ✨

Keep receipts and documentation for all business-related expenses to support your deductions.



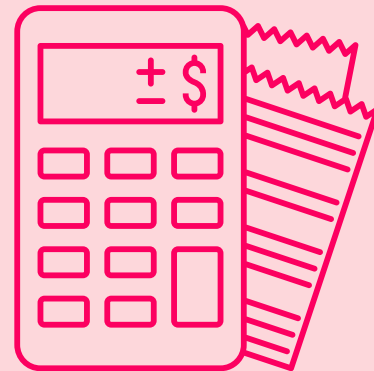
## Separate Finances ✨

Use dedicated bank accounts and credit cards for your business to simplify tracking and accounting.



## Plan for Taxes ✨

Set aside a portion of your income for tax obligations to avoid surprises during tax season.



## Consult Professionals ✨

Work with accountants or financial advisors familiar with content creation businesses to optimize your financial strategies.

# How to Manage Write-Offs and Finances



A 2022 **ConvertKit** study found that **30.8%** of creators don't set aside money for taxes, often resulting in **unexpected tax bills** and **financial strain**. This highlights the need for better **financial education** and planning.

A major financial burden for creators is the **15.3%** self-employment tax:

- **12.4% for Social Security**
- **2.9% for Medicare**



**This tax** applies to all net earnings and can come as a shock to those who aren't aware of it, making **tax planning** critical.

Katie Callaway, VP of Marketing & Sales at

**Cookie Finance**



## SET UP AN LLC

**1** By setting up an LLC and keeping your personal and business finances separate, you're showing the IRS that you're operating a legitimate business. An LLC offers relatively affordable liability protection.

## SEPARATE YOUR PERSONAL & BUSINESS FINANCES

**2** One of the simplest ways to keep your finances organized as a content creator is to open a separate business bank account (and credit card if needed).

## TRACK YOUR WRITE-OFFS YEAR-ROUND

**3** Keeping all your tax documents, receipts, and invoices in one place can save you a lot of headaches come tax season. The best way to do this is to set up a completely separate bank account fully dedicated to your business.



# Write-Offs for Content Creators

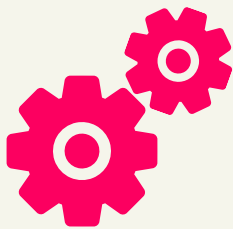
As a content creator, you can deduct various business-related expenses to lower your taxable income.

Here are some common write-offs:



## Equipment Costs

Cameras, microphones, lighting equipment, computers, and other gear necessary for creating content.



## Software & Subscriptions

Editing software, graphic design tools, music licensing services, and cloud storage subscriptions.



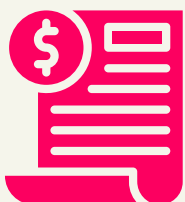
## Home Office Expenses

A portion of your rent or mortgage interest, utilities, and internet bills if you have a dedicated workspace at home.



## Travel Expenses

Costs associated with attending events, conferences, or traveling for on-location shoots, including airfare, lodging, and meals.



## Marketing and Advertising

A portion of your rent or mortgage interest, utilities, and internet bills if you have a dedicated workspace at home.





# Write-Offs for Content Creators



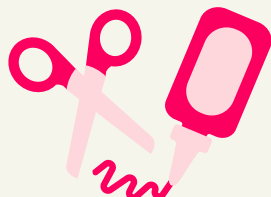
## Professional Services

Fees paid to accountants, lawyers, or consultants who assist with your business.



## Education and Training

Courses, workshops, or seminars that enhance your skills relevant to your content creation.



## Supplies and Materials

Props, costumes, or other materials used directly in your content.



## Business Insurance

Premiums for policies that protect your business assets and liability.



## Communication Expenses


A portion of your phone bills or costs for communication apps used for business purposes.



\*Disclaimer: This document contains potential tax deductions, but does not constitute individual tax advice. Please consult with a tax professional if you have any questions on deductions particular to you.

# Example Revenue & Expense Table

Below is a simplified example of a content creator's monthly finances:



Revenue Streams	Amount (\$)
Brand Deals	5,000
Merchandise Sales	2,000
Tips/Donations	500
Ad Revenue (e.g., YouTube)	1,500
Affiliate Marketing	1,000
<b>Total Gross Revenue</b>	<b>10,000</b>

Expenses	Amount (\$)
Equipment Depreciation	500
Software Subscriptions	200
Home Office Expenses	300
Travel Expenses	400
Marketing & Advertising	600
Professional Services	200
Supplies & Materials	100
Communication Expenses	100
<b>Total Expenses</b>	<b>2,400</b>

<b>Net Profit</b>	<b>7,600</b>
-------------------	--------------

Calculations:

- Gross Revenue: \$10,000
- Total Expenses: \$2,400
- Net Profit: Gross Revenue - Total Expenses = \$10,000 - \$2,400 = \$7,600

\*This example is for illustrative purposes. Actual revenues and expenses will vary based on individual circumstances.



# LLCs vs. S Corps



Key Insights  
from

Cookie  
Finance

## What is an LLC?

An LLC, or limited liability company, is a business structure that provides liability protection for its owners while allowing the company's income to pass through directly to the owner's personal tax return.

Learn more [HERE!](#)

## What is an S Corp?

An S Corp is a special tax designation that combines the pass-through nature of an LLC with the tax-saving benefits of a corporation, allowing business owners to save on taxes while following certain IRS rules.

Learn more [HERE!](#)



Business Structure Characteristics	LLC	S Corp
Limited Liability Protection	✓	✓
Pass Through Entity	✓	✓
Payroll	✗	✓
Reduced Self Employment Tax	✗	✓

## TIMELINES FOR LLCs & S CORPS ACCORDING TO COOKIE FINANCE

- As soon as you start making real money (**\$20,000+ per year**), you should form an **LLC**. There is little benefit to do it before that time. If you form an LLC before you are making money, you are just wasting money.
- There's **no minimum income needed to file for an S Corp**, but we *suggest* creating an S Corp when your **monthly income is consistently around \$5k-\$6k per month** and is expected to increase.

# How to Have a Successful Product Launch



Over the past **10 years**, the team at Fourthwall has helped creators sell over **\$1 billion** worth of products. We took those best practices & lessons tools and turned them into **Fourthwall**, a platform built to help creators sell products online (from merch to plushies to hot sauces to subscription memberships).

**fourth wall**



**Will Baumann, Co-founder & CEO at Fourthwall**

Here are the two most important steps for a successful product launch:

## COMMUNICATE VALUE

1

Make sure your audience knows this new project is important to you. Step #1 is important, because it indicates that you're proud of what you're doing (and are willing to promote it).

## CELEBRATE & APPRECIATE

2

Celebrate and show love to your early buyers. Promoting your launch and making your fans feel special is often a 10x differentiator in success.



# Venturing into Business and Merchandising

As of November 2023, **33%** of Gen Z adults in the U.S. made a purchase from an influencer-founded brand.

Merchandise should **seamlessly extend** your brand, combining **authenticity with high-quality** products that resonate with your audience. Whether that's elevated basics or meme-y graphics, your audience will see the **care and effort** you put into a collection.

Creators under monetize and don't always tap all potential avenues of revenue.

**Merch businesses are an opportunity** for creators to escape the volatility of ad sense and brand deals for their income.

**Warren James™**



**Saurabh Shah, CEO of Warren James**

## **KNOW YOUR AUDIENCE**

**1**

Analyze your followers' demographics via social media insights or targeted surveys. Leverage this data to create merchandise that resonates with their preferences, whether it be trendy, functional, or niche.

## **DESIGN WITH INTENT**

**2**

Your merchandise should be an extension of your personal brand. Develop a cohesive visual identity by refining your logo, color palette, and overall design aesthetic.

## **ENGAGE YOUR AUDIENCE IN THE CREATION PROCESS**

**3**

Involve your followers in the design phase by soliciting feedback or conducting polls to select designs, colors, or slogans.

# Tools to Try



## Passes

Passes gives creators the tools they need to become entrepreneurs via subscriptions, crm tools, 1-1 calls, and more.



## Komi

The all-in-one platform to supercharge your growth, own your fan data, and access brand deals.



## Stan

With Stan, you can host all of your courses, digital products, and bookings within your link-in-bio.



## Kajabi

Diversify your revenue, build your brand, and turn your audience into customers with Kajabi.



## Fourthwall

Join over 50,000 creators using Fourthwall to power their shops and memberships.



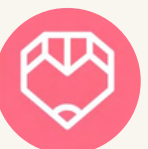
## Founder Shield

Influencers Insurance with Founder Shield is can support the protection and business efficiency of creators.



## Cookie Finance

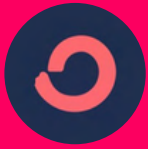
Tax, bookkeeping, and accounting services specifically for content creators and influencers.



## Tailor Brands

Tailor Brands' guided business-building platform has everything: LLCs, bookkeeping, branding, and so much more.

# Tools to Try



## ConvertKit

ConvertKit helps 600k+ creators with email, automation, and monetization tools to drive continuous growth.



## Creators Legal

Creators Legal provides simple, straightforward, and trustworthy contracts for creators built just for the Creator Economy.



## Thinkific

Build a digital learning product to market and sell with ease all within Thinkific.



## Ghost

Ghost is a powerful app for influencers to create, share, and grow a business around their content.



## Notion

The ultimate all-in-one workspace for you and your team. Organize your content ideas, documents, and more!



## Buffer

Buffer helps you build an audience organically with affordable, intuitive marketing tools for ambitious creators.



## Loomly

Create and schedule your content and easily track your success with Loomly's all-in-one social media management tool.

# Community and the Creator Economy

**Understanding trends and technical innovations in the Creator Economy can drastically improve your content strategy and platform growth.**

The following are some of the most recent social media features, content trends, and community-building opportunities you can employ for boosted engagement.

Make sure to check out our podcast, *The Influence Factor*, and subscribe to our newsletter, *Spreading the Influence*, for more on the latest developments in social media, influencer marketing, and the creator economy!





# Genuine Connections on Snap

With relationships at the core of every experience on Snapchat, creators love the ability to form **genuine** connections with their fans, build their businesses, and get rewarded for being their **authentic** selves.

Snapchat sees nearly **15 billion** daily interactions between creators and fans. In the past year, the number of creators posting publicly has **tripled**, with trillions of Story views and over **500 million** watching Spotlight videos.

Snapchat reaches **90%** of the **13- to 24-year-old** population and **75%** of the **13- to 34-year-old** population in over **25** countries.

Snapchat now has more than **850M** monthly active users, and **432M** daily active users.



[Listen to Brooke's Full Podcast Episode HERE!](#) 

Brooke Berry, Head of Creator Development at Snapchat



## MAKE THE MOST OF SNAP'S CREATOR TOOLS

1

Our suite of creator tools make it easy to create, edit, and share all within Snapchat.

## SHARE ANYWHERE AUTHENTICALLY

2

Whether at Coachella, on a family vacation, or just a day at home, fans want to see it all.

## FOCUS ON STORYTELLING AND COMMUNITY BUILDING

3

Creators don't have to chase likes or worry about being picture-perfect, they can focus on telling interesting stories and engaging with their community.

# Creator Economy Gone Mainstream



This year is shaping up to be another **pivotal** moment for the industry, as more sectors recognize the power of creators and their content. From creators helping **YouTube** lead the streaming wars to the **White House** hosting its first-ever **Creator Economy Conference** to address creators' needs, the creator economy is gaining **mainstream** attention and support. More importantly, it is making a significant **impact** on everyday life and is still in its early stages.

**Goldman Sachs** estimates the creator economy to be a **\$250 billion market** today and that it is expected to double by **2027**. According to **IAB** and **TalkShoppe's The Creator Economy Opportunity** report, **44%** of advertisers planned to **increase their investment** in content creators in 2024.



Listen to Lindsey's **Full Podcast Episode HERE!** 

**Lindsey Gamble, Creator Economy Expert**

## 1 INVEST IN CHANNELS YOU OWN

Invest in one or two channels that you own, such as a blog, newsletter, podcast, or community. These platforms provide direct access to your audience and greater control over your content.

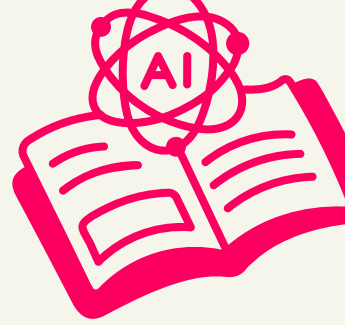
## 2 DON'T OVERLOOK LINKEDIN

With its diverse content formats and personalized algorithms similar to Instagram and TikTok, LinkedIn offers a great opportunity to expand your digital footprint.

## 3 STAY INFORMED

LinkedIn is an excellent resource for staying informed about industry trends, as you can follow Top Voices or subscribe to relevant newsletters. Doing so can also help you identify new ways to partner with brands based on their needs.

# AI and Creator Law



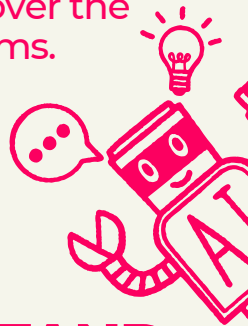
Generative AI is rapidly changing the game as it becomes embedded in creative and business operation tools used every day by creators, influencers, and brands.

As **courts** and **regulators** around the world continue grappling with Gen AI, **stakeholders** across the **creator economy** can rely on some **foundational guidance** and **education** around their rights and obligations at the intersection of AI **regulation** and creator economy laws.

As of **Fall 2024**, there are **34 active lawsuits** in the U.S. that involve unsolved **questions** around **copyright, fair use, privacy, and NIL rights** when it comes to the development and use of Gen AI tools, some of which stem from creators **suing** over the scraping of their content to make AI systems.



Franklin Graves, IP, Tech & Media Law Attorney



## 1 UPDATE YOUR CONTRACTS

You should be reviewing your contract templates for, and adding into contracts you receive, language that addresses generative AI technologies.

## 2 RECOGNIZE OWNERSHIP GAPS WITH GEN AI

Keep in mind that if you use gen AI tools, it can potentially lead to an easy breach of contract claim because you might actually not be able to transfer ownership of any content that isn't human authored.

## 3 UNDERSTAND HOW ALGORITHMS VIEW SYNTHETIC MEDIA

Social media platform algorithms have the potential to be biased against content that is marked as synthetic media, which could impact the audience reach of any campaigns.

# LinkedIn For Creators



Creators on LinkedIn are wildly **undervalued** because it's a **nascent marketplace**. I did my first influencer brand deal in 2006. The LinkedIn ecosystem feels like that era from an influencer marketing standpoint. Brands are **just starting** to trickle in.

• **13.6% year-over-year increase** in Gen Z users on LinkedIn

• **41% increase** in posts (Spring 2023 vs 2021)

• **21.1 million US Gen Z users** on LinkedIn (2024 estimate)

• **10.9% increase** in time spent on LinkedIn since 2021.

• **34% year-over-year increase** in video uploads (from 2023 to 2024)

[Listen to Brendan's Full Podcast Episode HERE!](#)



Brendan Gahan, CEO/Co-Founder Of



**CREATOR  
AUTHORITY**

## CUT

### THE "MILLENNIAL PAUSE"

1

Jump straight into your content—eliminate the hesitation at the start of your video. First impressions matter, and starting strong boosts engagement.

## CREATE

### VALUE-DRIVEN CONTENT

2

Offer real tips, actionable advice, or insights. Viewers are more likely to engage when they walk away with practical takeaways.

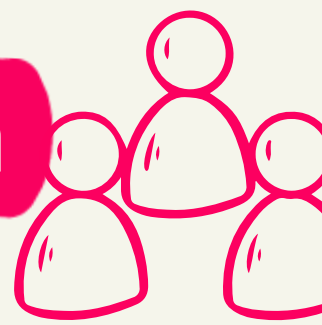
## PERSONALIZE WITH "YOU"

3

Use "you" early in your video. Personal language grabs attention and makes your message feel directly relevant to the viewer.



# Building Your LinkedIn Community



LinkedIn will become more and more important for **ALL** professionals (regardless of tenure & industry).

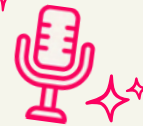
LinkedIn is the platform to **share** unique **knowledge** and **perspectives**, allowing anyone to carve a **niche** for themselves and become associated as a **subject matter expert**.

**94%** of audiences **trust** content on **LinkedIn** more than other platforms.

**40%** of our members are **seeking** out **advice** and **opinions** from **leaders** and **experts**.

Over **115M** unique people **subscribe** to a **newsletter** on LinkedIn.

[Listen to Daniel's Full Podcast Episode HERE!](#)



Daniel Markovits, Creator & Community Manager at **LinkedIn**

## CREATE MORE VIDEO CONTENT

1

This is a great way to stand out and build more trust with your community. LinkedIn is also prioritizing video more!

## ASK LESS GIVE MORE

2

The best way to promote anything on LinkedIn is by being non-promotional.

## QUALITY OVER QUANTITY

3

Aim for quality of conversation and reach as opposed to quantity. LinkedIn is less about going viral and more about knowledge sharing and insights.

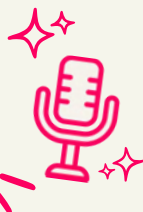
# Get in the Group Chat: Sharing & Communities

According to a **2024 report** from **Statista**, the **most common activity on social media** today isn't liking, commenting, or posting on content. It's **sending private messages**.

The **take-away** for brands and creators: Your **#1 goal** needs to be **get inside the group chat**. The best way to do that? Make people feel so deeply seen, so deeply known, that they tell their friends. I call it the **"OMG, that's so me!" effect**.



[Listen to Sara's Full Podcast Episode HERE!](#)



Sara Wilson, Founder and Principal of SW Projects

## DEFINE ORGANIC COMMUNITIES

1

Define the organic communities where your audience spends time. Dig into psychographic markers like values, beliefs, ideas, activities.

## FIND LINKS IN YOUR COMMUNITY

2

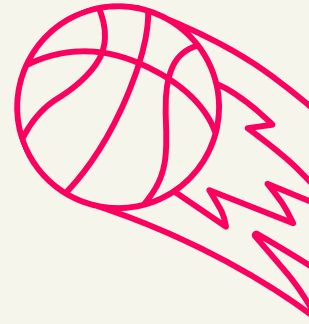
What unites your audience across these psychographic markers?

## FIND WHAT FEELS NATURAL

3

Identify the existing communities that these people would naturally gravitate to.

# AI Tools for Creators and Sports at Large



AI-powered tools are fundamentally reshaping the sports content landscape by bridging the gap between leagues, broadcasters, creators, and ultimately, fans. By leveraging AI, creators can take official footage of top sports competitions and breathe new life into it, offering fresh perspectives that captivate sports audiences.



WSC Sports sees top sports creators/influencers can generate 4X-5X avg. reach per video compared to official rights holders' channels. This is mainly driven by more engaged audiences, and more authentic/fan driven storytelling.



Vadim Drozdovki, VP of Growth at WSC Sports

## LEVERAGE AI TOOLS

1 By utilizing AI-powered tools, creators can find any sports moment quickly and automatically generate highlight clips or compilations without the need for tedious editing.

## UTILIZE LICENSED CONTENT

2 Access to high-quality, official footage gives creators the ability to safely monetize their channels while focusing on storytelling and engagement.

## TAP INTO SPORTS AUDIENCES

3 Tap into sports fandoms to grow your audience. Authentic storytelling around teams, players, and moments resonates deeply with fans and helps expand your reach.

# Tools to Try



## Patreon

Patreon is the best place to build community, share exclusive work, and turn your passion into a lasting business.



## BrandArmy

BrandArmy is your go-to platform to launch free and paid creator-controlled communities.



## StreamElements

StreamElements is the premier platform for livestream and video production, monetization, and more.



## Memberful

Memberful provides the best-in-class membership software for independent creators, publishers, educators, podcasters, and more.



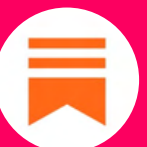
## Beehiiv

beehiiv empowers you to create, monetize, and grow your newsletter with an all-in-one publishing suite.



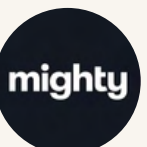
## Circle

Build a home for your community, events, and courses — all under your own brand with Circle.



## Substack

Substack lets writers connect with their audience on their own terms and earn money doing it.



## Mighty Networks

Mighty Networks is the only place you can own your community and upgrade to your own branded apps.





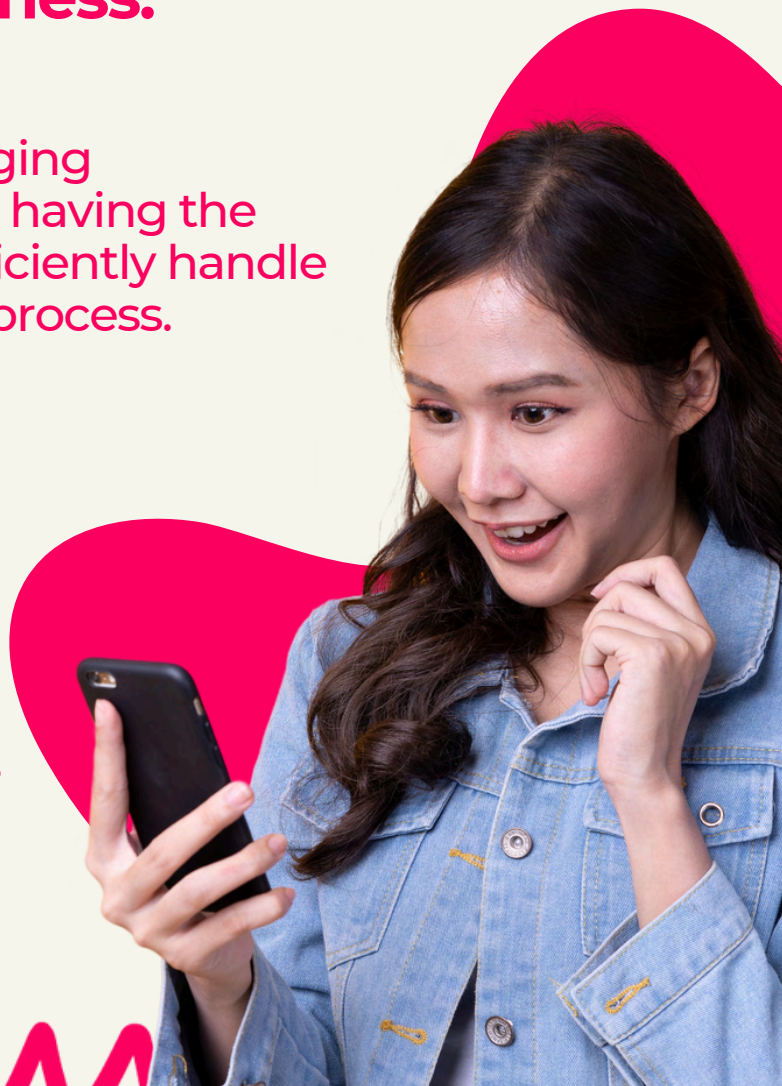
# Best Creator Tools

**As a content creator, using essential platforms and tools can streamline your workflow and help you grow your business.**

Whether it's monetization, managing memberships, or editing content, having the right resources enables you to efficiently handle multiple aspects of your creative process.

From boosting revenue to improving production quality, these tools are key to building a sustainable and successful creator business.

Here are some of the best creator tools with some quotes from the experts behind them!



# Tools to Try



## Beacons.ai

Sell in your creator store, build an email marketing strategy, score brand deals—all from your Beacons Link-in-Bio.



## Hoo.be

hoo.be empowers creators to turn every link into an opportunity to monetize their passion and connect with their fans.



## Adobe Speech Enhancer

Enhance Speech makes voice recordings sound as if they were recorded in a professional podcasting studio.



## Lightricks

Discover the future of visual storytelling with LTX Studio. Conceptualize, visualize, and storyboard any idea—all within one seamless, AI-driven platform.



## Canva

Canva is a free-to-use online graphic design tool. Become a Canva Creator and earn a passive income doing what you love.



## Riverside.fm

Riverside is your all-in-one podcast and video platform where you can record in studio quality and effortlessly edit clips.



## Shopify

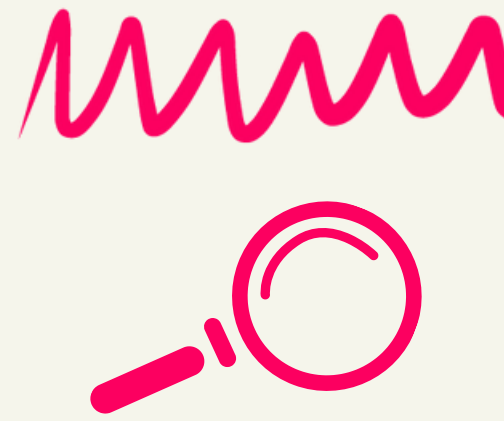
Effortlessly build your next big business with the best tools for selling, marketing, and management.



## Later

Later is a social media management platform that helps creators plan, analyze, and publish content ahead of time across platforms efficiently.

# 2024 Creator AI Survey



## Navigating AI in the Creator Economy

Our survey investigates the **role of AI in the creator landscape**, highlighting how creators **perceive** and **utilize** these **technologies**. By analyzing responses, we reveal **key trends** that influence how creators **engage** with their **audiences**, showcasing the **tools** and **strategies** that **empower** them to **enhance** their content and **streamline** workflows. This insight illustrates the impact of AI **within the creator economy**.

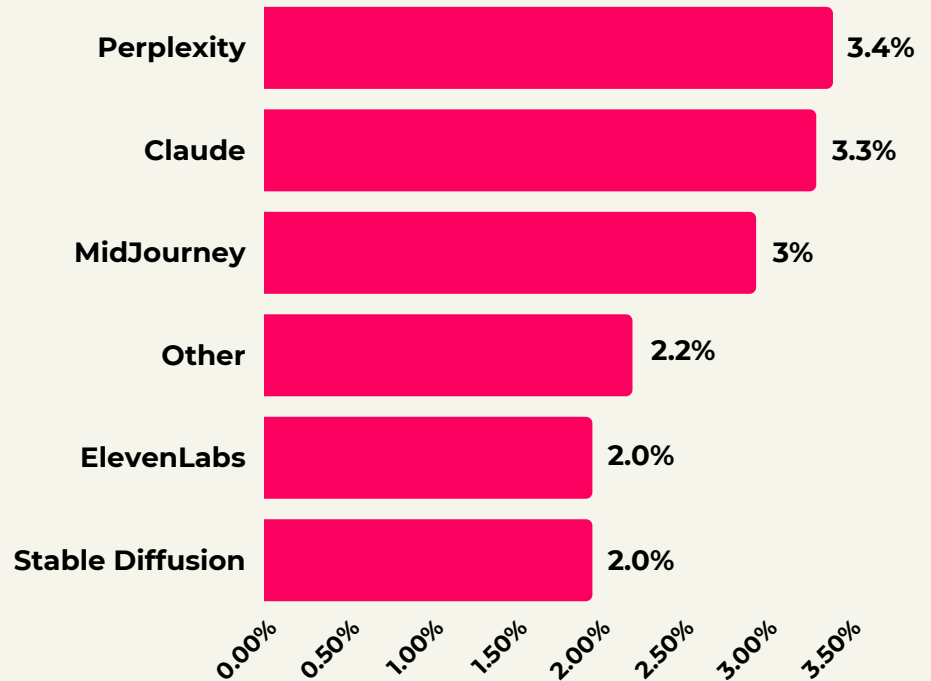
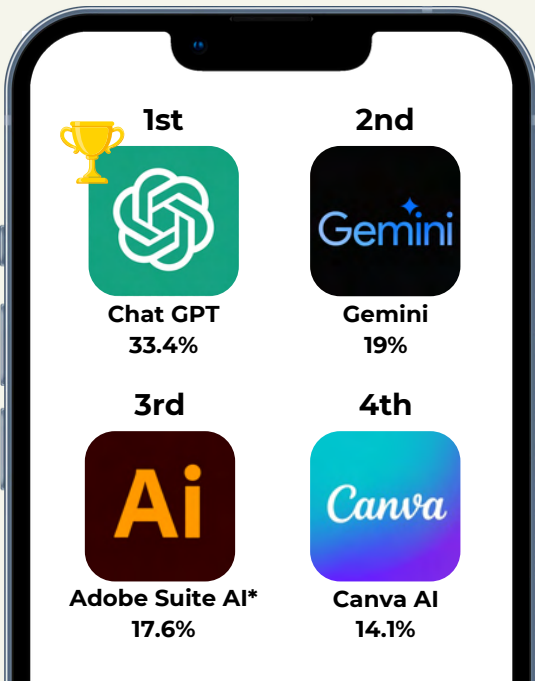
## Methodology

The survey data presented in this report was collected from **400 creators** based in the **U.S.** who submitted their responses in **October 2024**. Our **target audience** was **creators** between **18 and 65 years old**. Our goal was to understand creators' preferences regarding AI, as well as how they leverage AI and its significance in their content creation processes.

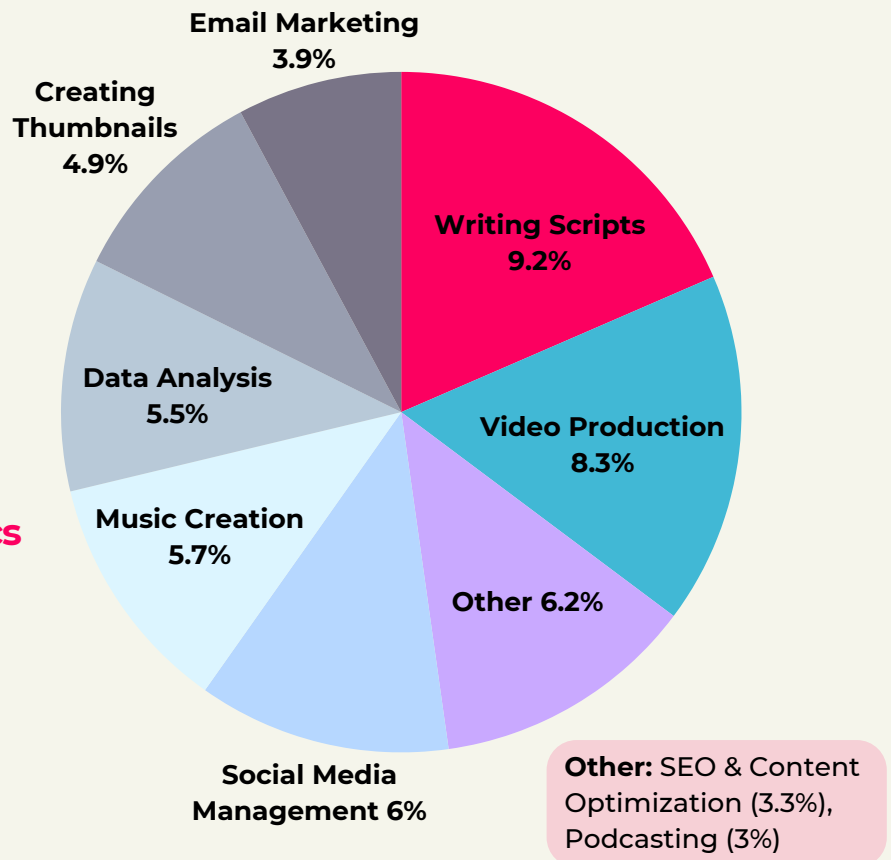
Survey questions marked with an **asterisk (\*)** indicate a **multi-response option**, meaning that respondents could select all the options that best aligned with their views.



# Which AI-powered tools, software, and plugins have you used for content creation?\*



# What areas of content creation do you use AI for?\*

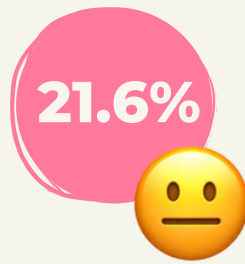




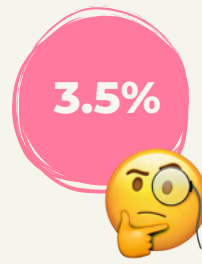
# What is your perspective on integrating AI into content creation?



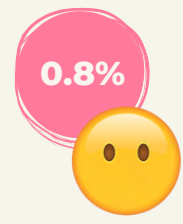
Enthusiastic



Neutral



Hesitant



No Opinion

## Have you encountered ethical challenges such as biases or plagiarism when utilizing AI in content creation?

# 51.8%

of creators report **never** encountering ethical challenges with AI.

# 29.9%

of content creators **occasionally** navigate ethical challenges with AI.

# 9.9%

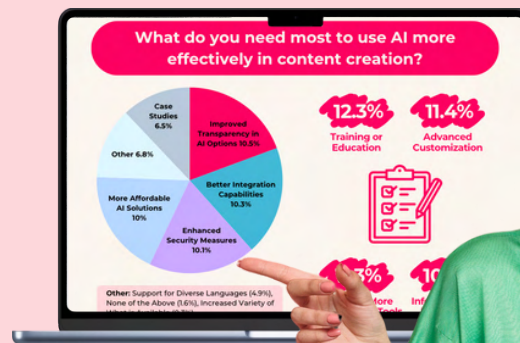
of creators **often** deal with ethical challenges when creating content with AI.

# 8.4%

of creators **don't know** how often they encounter ethical challenges with AI.

## CHECK OUT OUR 2024 CREATOR AI SURVEY

Learn more about how creators utilize AI tools, the benefits and disadvantages of AI for creators, and the impact of AI on the 2024 creator economy!



Access it [HERE](#)



# Become an IMF Talent!

At The Influencer Marketing Factory, we specialize in helping creators secure more brand deals and gain valuable PR opportunities to boost their visibility in major publications. With our commitment to inclusivity and diverse talent representation, we're here to support your growth, expand your reach, and align you with the right brands. Connect with us today and take your influence to the next level!

[Learn more about our Talent Agency Services \*\*HERE!\*\*](#)



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