

Where the money is actually made

The chatting layer, and how to judge anyone you let near it.

Most of what is written about growing on OnlyFans is about traffic. Traffic is the easy half. The money is made or lost in the conversations, and almost nobody explains how that part works.

This is written to be useful whether or not you ever speak to us. Three of the pages are templates you can start using today with any team, including one you hire yourself.

Everything we say about ourselves in here is published at beaconofm.com and can be checked before you talk to anyone. No income figures appear anywhere in this document, because nobody can honestly promise one.

The part most agencies skip

Ask an agency how they will grow you and you will usually hear about traffic. Reddit, X, TikTok, posting volume, funnels. All of that decides how many people arrive. None of it decides how much they spend once they are there.

Two accounts with identical traffic can earn very differently. The difference sits almost entirely in the DMs, and it comes down to three things.

Continuity

Whether the person replying at 10am knows what a fan said at 2am. Most operations lose this at every shift change, so the relationship restarts from zero several times a day. A fan who has explained the same thing three times stops explaining.

Timing

How fast a new subscriber hears from a human, and what happens in the first two days. This window decides whether someone renews far more than anything you do in week three.

Pricing

Whether PPV prices are tested against your own audience or copied from someone else's. Most are copied. Your list is not their list.

Why this is worth your attention

Traffic problems are visible. You can see the follower count. Chatting problems are invisible from the outside: the account looks busy, messages are going out, and revenue is simply lower than it should be with no obvious reason. That is why it is the easiest place for an agency to underperform without you noticing, and the first place you should look.

Continuity, and the handover note

An eight hour shift ends and another begins. If nothing carries across, every fan conversation resets. The new chatter opens a thread, reads the last few messages, guesses at the context and carries on. Fans notice this immediately, and the ones who spend the most notice it first, because they are the ones who told you something worth remembering.

The fix is boring and it works: a short structured note per fan that anyone picking up the conversation reads first. Not a transcript. A transcript is already there. What is missing is the interpretation.

What actually needs carrying

- **Who they are.** Name they use, rough timezone, when they are usually around.
- **What they are into.** In their words, not a category.
- **What they have bought, and what they passed on.** A refusal is information.
- **Where the conversation was going.** The open thread, so it can be picked up rather than restarted.
- **Anything off limits.** This one protects you.

Template: the handover note

Copy this. One per fan worth remembering. Keep it to five lines.

```
FAN: @handle          TIMEZONE: approx          USUALLY ON: evenings
INTO: (their words, not a category)
BOUGHT: what, when, price      PASSED ON: what, and why if known
OPEN THREAD: what we were talking about, what I promised, what comes next
DO NOT: anything they have said no to, or anything off limits
LAST TOUCH: date, who
```

If you are running your own chatters, this single habit is usually worth more than any script you buy. If you are talking to an agency, ask to see their version. If they do not have one, the account resets three times a day and they have not noticed.

Timing, and the first 48 hours

A new subscriber is at their most interested on the day they subscribe. Interest decays quickly and does not come back. Most accounts spend that window sending an automated welcome and then nothing until a mass message three days later.

What the window is for

It is not for selling. It is for finding out who this person is, so that everything afterwards is aimed rather than sprayed. A fan who has told you what they want is a fan you never have to guess about again.

A sequence that works without pressure

1. **Within the hour, a real reply.** Not the auto welcome. Something that could only have been written to them.
2. **One open question.** Something they can answer in a sentence. What brought them here works better than what are you into.
3. **Answer what they say.** This sounds obvious and is skipped constantly.
4. **Give something before asking for anything.** Content they did not pay for, chosen to match what they just told you.
5. **Only then, one offer, aimed.** Priced for a new subscriber, not your top price.
6. **Write the handover note.** Whatever they told you is now permanent.

What kills the window

A price in the first message. Fake urgency. A mass PPV that obviously went to everyone. Anything that reveals the person on the other end is working a queue rather than talking to them. Fans forgive a slow reply. They do not forgive realising they are a row in a spreadsheet.

Pricing, and how to actually test it

Almost every PPV price on OnlyFans is a guess, copied from a creator with a different audience. Your list has its own tolerance and the only way to find it is to test on your own list. This is simpler than it sounds and most people never do it because they never write anything down.

How to run a real test

- Change **one thing** at a time. Price or content or caption, never all three.
- Send to a **comparable group**. New subscribers and long term fans are different lists.
- Use a **big enough group** that the result is not noise. If ten people saw it, you have learned nothing.
- Record it **before** you know the answer, so you cannot rewrite the expectation afterwards.
- Judge on **revenue per send**, not on open rate or unlock rate alone. A higher price that unlocks less often can still earn more.

Template: the PPV test log

DATE	SEGMENT	CONTENT	PRICE	SENT	UNLOCKED	REV	REV/SEND
------	---------	---------	-------	------	----------	-----	----------

Change ONE variable versus the row above. Note what you changed:

CHANGED:

EXPECTED: (fill in before sending)

RESULT:

KEEP / DISCARD:

The one number that matters

Revenue per send. It is the only figure that lets you compare a cheap thing that sells often against an expensive thing that sells rarely. Any agency talking about your unlock rate without dividing by sends is showing you the flattering half of the number.

Voice, and why scripts are the wrong tool

Scripts fail for a simple reason. A fan who has been on your page for six months has read hundreds of your messages. They can tell when the voice changes, even if they could not say why. Scripts also break the moment a conversation goes anywhere the script did not anticipate, which is immediately.

What works instead is a voice guide: a short description of how you sound, so that anyone writing as you can improvise correctly rather than recite. It should fit on one page. If it does not fit on one page, nobody will read it.

Template: the one page voice guide

HOW I SOUND: three adjectives, and one you are often mistaken for but are not

WORDS I USE: pet names, greetings, the way I say yes and no

WORDS I NEVER USE: the ones that make me sound like someone else

PUNCTUATION: do I use full stops, capitals, emojis, voice notes, how many

LENGTH: short and frequent, or longer and slower

HUMOUR: what I joke about, and what I never joke about

HOW I FLIRT: direct, teasing, slow, playful

HOW I SAY NO: because this will happen and it must still sound like me

TOPICS THAT ARE MINE: things I talk about that make the page feel like a person

HARD LIMITS: content, language, requests. Non negotiable, no exceptions.

Give this to any chatter, ours or your own, before their first shift. The last two lines are the ones that protect you, and they are the two most often missing.

How to judge any chatting operation

Run this against us and against anyone else you are talking to. It is written so that the answers are checkable rather than promised, which is the only kind of answer worth having.

- ❑ **Are chatters paid hourly, or commission only?** This is the most revealing question on the list. A chatter paid only on what they sell has a direct incentive to pressure your fans, because your long term retention is not their problem. Commission on top of an hourly rate aligns them. Commission alone does the opposite.
- ❑ **Is there a paid trial shift?** An unpaid trial selects for people with no other options. A paid one lets an operation say no to the ones who are not good enough, which is the entire point of a trial.
- ❑ **Can you read every conversation yourself, any time?** Not a summary. The actual messages. If the answer involves you asking them for a report, you cannot verify anything.
- ❑ **Do handover notes exist, and can you see them?** Ask to see a real one with the fan details removed. If they cannot produce one, there is no continuity.
- ❑ **Can you reconcile their statement against your own dashboard, line by line?** Your OnlyFans dashboard is the source of truth. Any statement that cannot be checked against it is a claim, not a statement.
- ❑ **Do they ask for your password?** There is a co-manager role built into OnlyFans for exactly this. Anyone asking for your password is either careless or is making it hard for you to leave.
- ❑ **Is the contract published before you speak to them?** If terms only appear after a call, the call is the product.
- ❑ **What is the notice period, and what does leaving cost?** Ask this first, not last. The answer tells you how they expect the relationship to end.
- ❑ **Who owns the content and the account if you leave tomorrow?** This should be a one word answer. Hesitation is the answer.

If an agency will not answer these in writing before you sign, you have learned what you needed to know without signing anything.

How ours works

Held to the same checklist. Every line here is published on our site and forms part of the contract we send you before any call.

THE QUESTION

OUR ANSWER

How chatters are paid

An hourly rate plus commission, never commission only.
Nobody on your account earns more by pressuring your fans.

The hiring bar

A paid trial shift. Written English and reliability decide more than previous agency experience does, and the trial is where that is proven.

Your access

You keep the account. We work through the OnlyFans co-manager role, so you can read every conversation any chatter has had, at any time, without asking us.

Your password

We never take it. Not at the start, not ever.

Continuity

Handover notes are part of the shift, not an optional extra. What a fan said at 2am is in front of the next chatter at 10am.

Your voice

Chatters work from your voice guide, written with you before the first shift, including your hard limits.

Tooling

Chatters are assisted by AI where it helps them keep up, and never in place of reading what the fan actually said.

Reporting

One statement a month showing gross, our share and your net, reconcilable against your own OnlyFans dashboard line by line.

Term and exit

30 days rolling, 30 days notice in writing, no penalty.

Ownership

Content and account are 100% yours, during and after.

Upfront cost

Nothing, now or ever.

What we take

30% to 50% of revenue, quoted in writing before you sign and fixed for the life of the contract. Published on the site rather than saved for a call.

Our commission is **30% to 50%**, quoted in writing before you sign and fixed for the life of the contract. It never moves mid term, and it is the only money we ever take. Our contract, our scope sheet and our Trust Standard are published at **beaconofm.com/trust**, so you can read all of it before you speak to anyone and take it to a lawyer if you want to.

What we will not do

A list of promises is easy to write. What an agency refuses to do is usually more informative, so here is ours.

- **We will not promise you an income figure.** Nobody can honestly predict what a specific account will earn. Any agency that gives you a number is either guessing or selling.
- **We will not ask for your password.**
- **We will not lock you in.** No minimum term beyond 30 days rolling, no exit fee, no penalty for leaving.
- **We will not pressure your fans.** It produces a good month and a bad year, and it is your name on the account, not ours.
- **We will not put your face on content you did not approve.**
- **We will not show you a number we cannot show you the source of.**
- **We will not take you on if we do not think we can help.** If your numbers say an agency is the wrong move right now, we will tell you that and point you somewhere more useful.

If you want to talk

Ask us for the contract and the scope sheet first. Both go to you before any call, with nothing time limited and nothing to sign to read them.

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