

CREATOROS FIELD GUIDES — NO. 01

# BEYOND YOUR LANE

*How to get new fans to actually find you — without burning a month on a server that was never going to pay off.*

- › Why your **Creator Card** is the only thing that gets you past "who is this, a bot?"
- › The **Fan Pull** playbook for strangers, semi-regulars, and your actual whales
- › A repeatable way to find new fans without burning yourself out looking for them



**FREAKY MONEY**  
CREATOROS GUIDES

START FREE — [FREAKYMONEY.COM](https://freakymoney.com)

## IN THIS ISSUE

# WHAT'S INSIDE

This guide is short on purpose. Everything in it is built to be used the same day you read it — with free tools already open at [freakymoney.com](https://freakymoney.com). No account, no signup, nothing to unlock.

|    |                                                 |    |
|----|-------------------------------------------------|----|
| 01 | YOUR REGULARS CAN ONLY BUY SO MUCH              | 03 |
| 02 | FIND THE FANS YOU HAVEN'T REACHED YET           | 04 |
| 03 | FREAKY MONEY ADS — PLACEMENT SPOTLIGHT          | 05 |
| 04 | YOUR CREATOR CARD IS THE FIRST THING THEY JUDGE | 06 |
| 05 | DON'T PITCH STRANGERS LIKE REGULARS             | 07 |
| 06 | SIX WAYS YOU'RE ALREADY BLOWING IT              | 08 |
| 07 | HOW TO TELL IF IT'S ACTUALLY WORKING            | 09 |
| 08 | DO THIS EVERY TIME, NOT JUST ONCE               | 10 |
| 09 | YOUR FIRST-WEEK CHECKLIST                       | 11 |
| 10 | GET STARTED                                     | 12 |

*"More fans doesn't come from posting harder to the same dozen people. It comes from being ready — the right intro, the right offer — for the people who don't know you yet."*

# YOUR REGULARS CAN ONLY BUY SO MUCH

**M**ost creators start the same way: post more, post better, keep showing up for the same regulars. It works — for a while. Then those regulars have already bought the bundle, already seen your best set, and started going quiet in your DMs. More effort stops turning into more money, no matter how good the next post is.

This is usually when creators start blaming themselves. Maybe the lighting's off. Maybe the angle's stale. Maybe it's time for a whole new persona. It's almost never that. It's that you've already sold to everyone in that specific crowd who was ever going to buy from you.

Fixing that doesn't mean grinding the same DMs harder. It means getting in front of people who've never seen you before — that's the entire job of a Fan Pull, whatever shape it takes. Creator Card, 4-Up Panel, whatever else comes out of the **Pull Maker**. Free. No login. No account.

## NEW FANS BEAT BETTER CONTENT

A Discord server, a subreddit, a group chat — any single one of them has a hard limit on what it'll pay you in a month, and that limit has nothing to do with how good your content is. The same fifteen regulars can only tip so many times and buy so many customs before the well runs dry till payday. Posting harder into the same place doesn't change that math. Getting in front of people who've never paid you before does.

*Most creators treat finding new fans like a someday project — something for whenever things slow down. The ones who actually make more money treat it like a weekly chore, same as posting itself.*



**REAL TALK** — If this month felt slow, don't reshoot everything you own first. Check whether every single post went to the same dozen people. That's usually the real problem.

# FIND THE FANS YOU HAVEN'T REACHED YET

Before making anything new, get specific about who you're actually trying to reach. That usually comes down to one of four things:

## ADJACENT NICHES

Something close to what you do, not identical. Fastest way to find one: check who's leaving thirsty comments on two or three creators near your lane. That audience already wants what you make — they just haven't found you yet.

## NEW PLATFORMS

Places your regulars already hang out that you haven't personally shown up to. Next time someone says "I also follow you on \_\_\_\_," that's not small talk — that's your next audience, calling itself out by name.

## ADJACENT COMMUNITIES

Servers and subs built around the thing one step removed from your exact tag. Search the broader category, not your specific niche — everyone in your niche has already seen you or your competitors.

## COLD, BORROWED AUDIENCES

Someone else's fanbase, temporarily. Find a few creators near your size doing something adjacent — not identical — and offer a straight trade. Post for post, no cash, no awkwardness.

## DON'T CHASE FIVE NEW CROWDS AT ONCE

Trying to break into five new spaces the same week means doing all five half-effort and never really knowing if any of them would've worked. Pick one, give it ten to fourteen days and at least two different Pulls, and actually let it play out. One quiet post on day one doesn't mean that crowd hates you. It means one post didn't land.

### NEXT STEP

Draft the intro that gets you in the door — see page 06.

**BUILD A CREATOR CARD — FREE →**



  
**FREAKY  
MONEY ADS**  
SEXY ADVERTISING SERVICE

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## FREAKY MONEY ADS

*Every Fan Pull format — Creator Card, 4-Up Panel, or anything else out of the Pull Maker — is free to build. Placement is the only part that costs anything: put a proven Pull in front of a crowd that's never heard of you.*

SEE HOW PLACEMENTS WORK — [FREAKYMONEY.COM](https://freakymoney.com)

# YOUR CREATOR CARD IS THE FIRST THING THEY JUDGE

**S**how up somewhere new and you're a total stranger. No history, no past posts, no reason yet to believe you're a real person and not a bot running a script. Nobody in that first second cares about your content — they're deciding whether you're even worth talking to.

That's the whole job of a Creator Card. One layout among a few the Pull Maker builds — same tool as the 4-Up Panel and everything else — but this one's built to answer the only question a stranger actually has: who is this, and should I bother.

Post one in a new server, a new sub, or borrow someone else's fanbase for a minute, and it's the difference between getting scrolled past and getting an actual look.

*This is the step almost everyone skips. You show up with just a link and a caption, and nobody bites — not because the offer's bad, but because nobody has a clue who's asking.*

## WHAT ACTUALLY WORKS

Most Creator Cards fail for the same reason — they're friendly but say nothing. Compare these two:

### WEAK

"🔥 spicy content daily, come vibe with me 💕  
DMs always open!"

### STRONG

"3 years in. Customs & transformation sets, new drop most Fridays. New here? Preview's pinned above."

The weak one could be anybody in this entire space — it says nothing and expects everything. The strong one tells a stranger how long you've been at this, exactly what you make, and exactly where to click. That last part — telling them what to do next — is the one almost every card forgets.

## BUILD IT ONCE, REUSE IT EVERYWHERE

You're not rebuilding this from scratch every time. Lock the core — who you are, what you make — and just tweak the framing depending on who you're talking to that week.

### TRY THIS TODAY

Rewrite your bio so it says your specialty and tells them exactly what to click.

**BUILD A CREATOR CARD — FREE →**

# DON'T PITCH STRANGERS LIKE THEY'RE REGULARS

Once someone knows who you are, the only question left is what you're selling and whether it's worth their attention this second. A total stranger and someone who's tipped you for months need two completely different pitches. Doesn't matter what you're using — Creator Card, 4-Up Panel, whatever else — this part's the same.

## TOTAL STRANGERS

Lead with a taste, not the whole thing. Your most accessible stuff. Nobody's buying your priciest custom off a first look.

## ADJACENT NICHE

Pull out the one piece of your content that actually overlaps with what they're already into — not your whole catalog, just the part that speaks their language.

## GUEST IN SOMEONE'S SPACE

Ask for one small thing — a follow, a reply. Not a sale. Ask for too much in someone else's server and you get shown the door.

## YOUR ACTUAL REGULARS

This is where the bundles, subs, and custom pitches actually belong — for people who already know you and have already paid you.

*Biggest mistake here: the exact same pitch, everywhere. The one you use on regulars, dropped in front of total strangers, just reads as spam — because that's what it is to them.*

## SAME THING YOU'RE SELLING, DIFFERENT HEADLINE

The actual content doesn't have to change — just how you're framing it:

### FOR STRANGERS

"New here? Here's what I actually make, no fluff."

### FOR REGULARS

"The bundle you've all been asking for — up 72 hours, then it's gone."

Same set behind both. One's convincing someone you're worth a second look. The other's rewarding someone who already decided you are.

### ONE RULE

Your first couple of posts to any new crowd should always be the stranger version — even if a few people seem into it right away. Coming in hot before they know you just reads as spam.

[OPEN THE PULL MAKER — FREE →](#)

# SIX WAYS YOU'RE ALREADY BLOWING IT

Most pitches to a new crowd don't fail because the crowd was wrong. They fail because of one of these — all fixable, none of them needing new content.

1

## **SAME PITCH, EVERYWHERE**

Dropping the exact "come subscribe" pitch you use on regulars in front of people who've never seen your face. That's not confidence, that's spam.

2

## **LEADING WITH YOUR PRICIEST THING**

Sliding into somewhere new with your most expensive custom before anyone's seen a single preview. Strangers do not buy the top-shelf item first. Ever.

3

## **GIVING UP AFTER ONE POST**

Posting once, hearing nothing, and calling it dead. Most of your actual regulars needed more than one post to even notice you existed.

4

## **IGNORING THE HOUSE RULES**

Posting like it's your own page inside someone else's server, no read on the self-promo rules, no read on the vibe. Fastest way to get banned before you've made a single sale.

5

## **FORGETTING WHAT WORKED**

Moving to the next crowd without writing down which caption or Pull actually got a reply — so you relearn the same lesson every single time instead of getting better at this.

6

## **TRYING FIVE CROWDS AT ONCE**

Splitting your attention across too many new spaces instead of giving one a real two-week shot. Slower, worse, and you'll never actually know which one would've paid off.

# HOW TO KNOW IT'S ACTUALLY WORKING

**Y**ou don't need a dashboard to tell whether a new crowd is worth sticking with — you need to actually pay attention for a couple of weeks. Four things matter more than the rest.

## ARE THEY EVEN CLICKING

Are people tapping through from your Creator Card, or just glancing and moving on? That's the first thing worth checking, before anyone's even seen an offer.

## REPLIES, SAVES, REACTIONS

Countable by hand, no analytics needed — weigh it against how many times you've actually posted in front of that specific crowd.

## DID IT SELL ITSELF

Did someone buy because the Pull did its job, or only after you personally slid into their DMs to close it? If you're closing every sale yourself, that crowd isn't paying off yet — you are.

## SAME FACES, AGAIN

Are the same people replying to your second and third post? That's the first real sign of actual fans forming, not just a one-time glance.

*A new crowd doesn't need to be huge to be worth keeping. It needs to be making you money without you personally chasing every single sale through DMs.*

## WHEN IT'S WORTH PAYING FOR REACH

Everything up to here is free. Once something's selling itself — twice, same crowd, no DMs from you — that's when paying for a placement actually makes sense.

[SEE HOW PLACEMENTS WORK →](#)

# NOT JUST ONCE — EVERY SINGLE TIME

The creators who keep making more money don't treat this like a one-off. They do the same handful of things, over and over, for every new crowd.

1

## PICK ONE CROWD

One server, sub, or borrowed fanbase — not five at once.

2

## SHOW UP WITH A CREATOR CARD

Built like they've never heard of you — because they haven't. Save the inside jokes for your regulars.

3

## LEAD WITH THE STRANGER PITCH

Every time, at least for the first couple of posts, even if they seem friendly right off the bat.

4

## GIVE IT TEN TO FOURTEEN DAYS

Watch clicks, replies, and whether anything sells itself before deciding it's a dead end.

5

## KEEP WHATEVER WORKED

Whatever caption or Pull actually landed — bring that to the next crowd instead of starting from zero.

6

## DO IT AGAIN, SOMEWHERE NEW

Every crowd after the first one goes faster — you're reusing what worked, not starting over.



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**REAL TALK** — Once a crowd's paying you without you doing anything by hand, that's your cue to put real money behind it instead of babysitting it forever.

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# YOUR FIRST-WEEK CHECKLIST

None of this requires new content you haven't already made. It requires presenting what you already have in a way that makes sense to people who don't know you yet.

☐ PICK ONE CROWD

Name the actual server, sub, or fanbase you're walking into first — not "somewhere new, eventually."

☐ REWRITE YOUR CREATOR CARD

Say what you make and what to click next — not just "DMs open."

☐ MAKE ONE STRANGER FAN PULL

A taste, not your most expensive offer.

☐ MAKE ONE REGULARS-ONLY FAN PULL

Your bigger ask, saved for people who already know you and have bought before.

☐ POST TO THAT CROWD

Card first, then the Pull — see what actually gets a reply.

☐ THINK ABOUT A PLACEMENT

The only step here that costs money. Once something's working on its own, put it in front of a whole new crowd with Freaky Money Ads.

**ALL SIX STEPS**

Every tool here is free and open right now at [freakymoney.com](https://freakymoney.com) — no account, no signup.

[GO TO FREAKYMONEY.COM](https://freakymoney.com) →

10 — GET STARTED

# TIME TO GET OUT OF YOUR LANE

*Every Fan Pull format — Creator Card, 4-Up Panel, and more — is free and open right now at [freakymoney.com](https://freakymoney.com). No account, no signup, no catch. Build it, use it on somebody new, and once it's actually working, put real money behind it.*

## OPEN THE PULL MAKER

Build Creator Cards, 4-Up Panels & more — free

START FREE →

## BOOK A PLACEMENT

Put something that's already working in front of a whole new crowd

BOOK NOW →



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