



# Welcome to Subscriptions on Behance

## IN THIS GUIDE

What are Subscriptions

Setting Up Your Subscription

Adding Premium Content

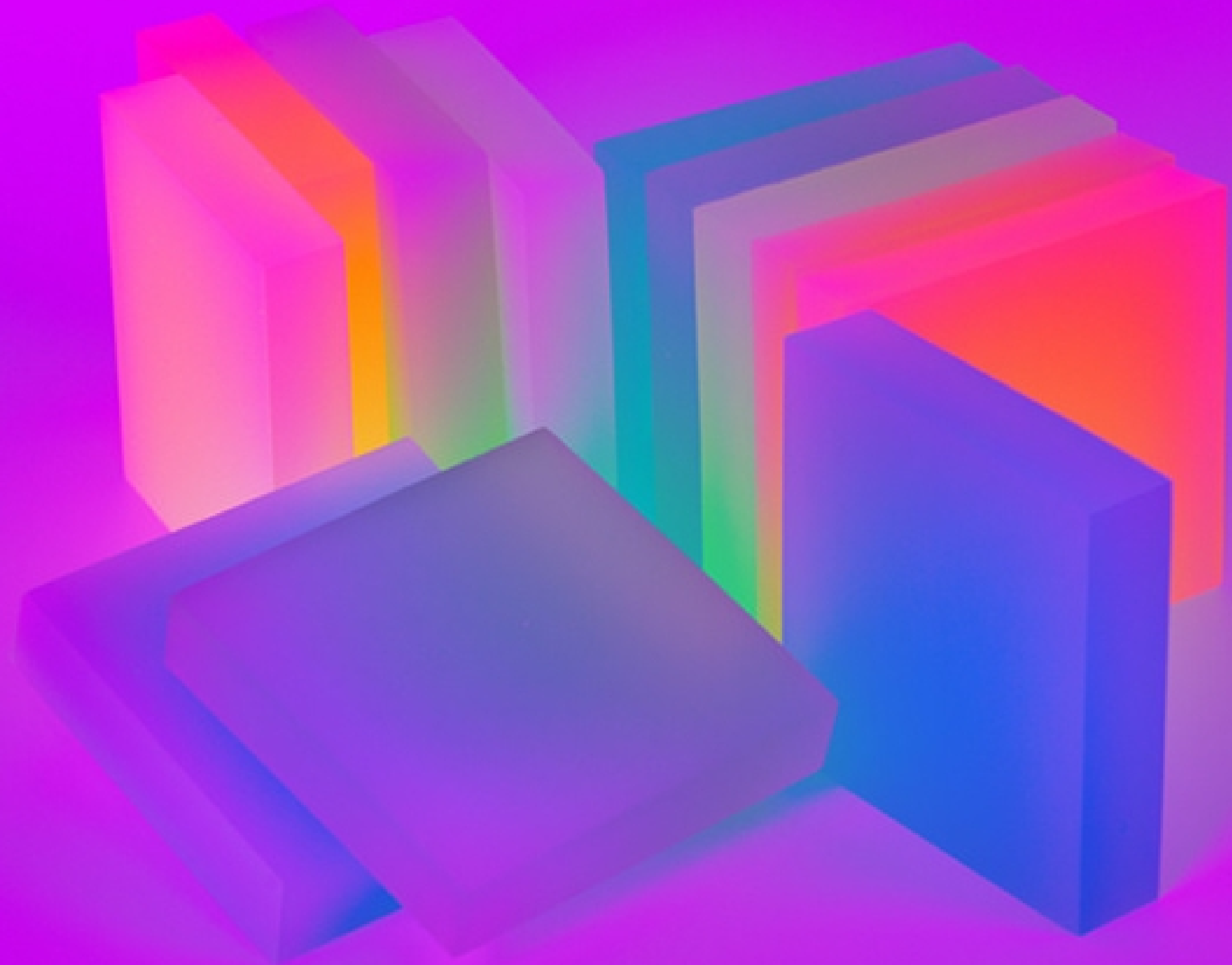
Best Practices

# What are subscriptions on Behance?

Subscriptions are a new way for anyone to support your creative work through **a monthly membership for premium content.**

It's seamlessly integrated with your existing Behance projects and livestreams, so you can mark any current content to be for subscribers only, or add new content as you go.

Currently, we have invited a limited number of creators into our beta program.





# No Commission Fees For Creative Cloud Members

If you have an active paid **Creative Cloud membership**, Behance collects no platform fees, which means **100% of your subscription revenue goes directly to you** (aside from payment processing fees\*).

Payments are processed through Stripe for secure online access to your funds.

\*Current Stripe fees are 2.9% + \$0.30 per transaction (but subject to change by Stripe.)  
Read the full FAQ on payment fees at [help.behance.net](https://help.behance.net).

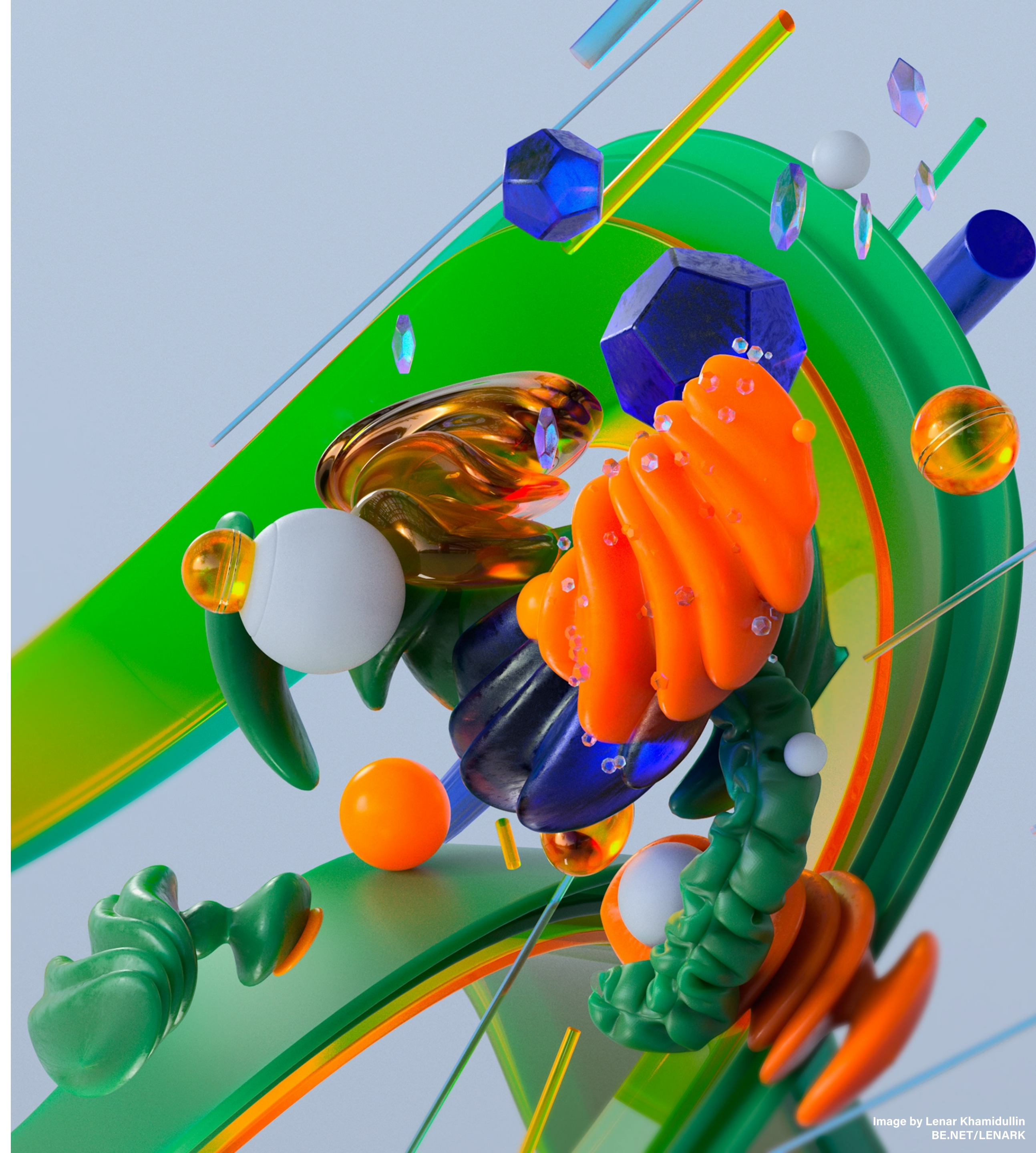
# A few important details

- 1 Your subscription will appear in \$USD, but 44 payment currencies are accepted.

See the full list of all supported currencies at [stripe.com/global](https://stripe.com/global).

- 2 Subscribers will be charged monthly automatically after they subscribe.

- 3 You won't be able to change your subscription price once you've set it, so choose carefully at setup.



# Setting Up Your Subscription

Once we enable your account, you'll see a new tab on your Behance profile called Subscriptions. From here, you'll be prompted to connect a Stripe account. If you don't already have one you can make one.

The screenshot shows the Behance website interface. At the top, there's a navigation bar with 'Behance', 'For You', 'Discover', 'Livestreams', and 'Jobs'. A search bar and 'Create a Project' button are also visible. The main header features a large image of Earth with orbital paths. Below this, a navigation menu includes 'Work', 'Subscriber Area', 'Videos', 'Moodboards', 'Appreciations', 'Insights', and 'Drafts (15)'. On the right, there are tabs for 'Bē', 'Gr', 'Mo', and 'UI' with counts (58, 9, 10). A blue banner states: 'As a Creative Cloud member, you qualify for a 0% Behance platform fee\*'. The main heading is 'Welcome to Subscriptions on Behance', followed by a sub-heading: 'You can now create a paid subscription to offer premium projects, livestreams, and source files to your paid viewers. Set up your subscription below and start collecting payments.' The primary action is a 'Connect with stripe' button. A blue callout box with a '1' in a circle points to this button and contains the text: 'CREATE OR CONNECT YOUR STRIPE ACCOUNT. This link will take you to the Stripe website, where you can create your Stripe account.'

**NOTE**  
Already have an account? Sign in with your existing Stripe credentials, and then follow the prompts to activate a new account that'll be connected to your Behance subscription.

2

### SET YOUR PRICE

If you're a paid Creative Cloud member, Behance collects no platform fees, which means 100% of your subscription revenue goes directly to you (aside from payment processing fees)




## Create a Subscription

You can now create a paid subscription to offer premium projects, livestreams, and source files to your paid viewers. Set up your subscription below and start collecting payments.

1 Connect your Stripe account

2 Enter your monthly subscription price

− US\$ **5** +

 <b>Stripe processing fee</b> 2.9% + US\$0.3	− US\$0.45
 <b>Behance platform fee</b> 0% with your paid Creative Cloud plan *	− <del>US\$1.00</del>
 <b>You get</b> Per subscriber, per month	<b>US\$4.55</b>

\*Standard 20% platform fee applies when you have no active paid Creative Cloud plan. [See eligible plans.](#)

Continue

3 Review & create

# Setting Your Price

After connecting your Stripe account, you'll be brought back to Behance to set your monthly rate. You can choose anything from \$1-\$100 a month.

Again, you will not be able to change your subscription price once you've set it, so choose carefully at setup.

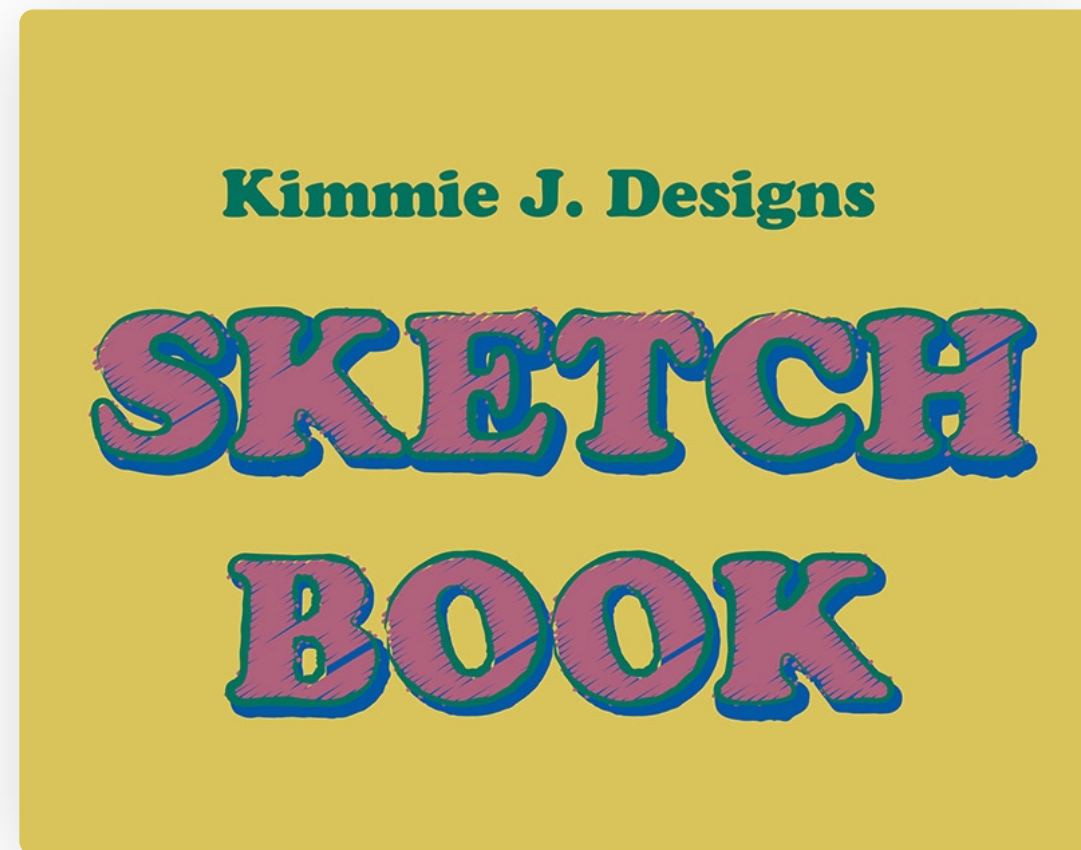
# Your Subscription is Live

Once you've set up your subscription, it's time to populate your page with premium content for your subscribers.

The screenshot shows a Behance profile for 'BUREAU OBERHAUSER'. The navigation bar includes 'Behance', 'For You', 'Discover', 'Livestreams', 'Jobs', a search bar, and a 'Create a Project' button. The profile header shows the user's name and a 'Subscriber Area' tab. A blue callout box with the number '3' points to the 'Subscriber Area' and contains the text: 'SEE YOUR EARNINGS HERE. You can keep track of all your subscribers and earnings from your Subscriber Area in your profile.' Below this, there are buttons for 'Edit Availability' and 'Edit Adobe Portfolio'. The 'Your Subscription' section displays: '\$8 Per Month', '0 Active Subscribers', and '\$0.00 Earned Last 30 Days'. A 'Delete Subscription' button is also present. A second blue callout box with the number '4' points to the 'Premium Content' section, which contains the text: 'ADD CONTENT TO YOUR SUBSCRIPTION. You can add new subscription content from here or directly from within projects and livestreams.' The 'Premium Content' section features a congratulatory message: 'Congratulations, your subscription has been created!' followed by instructions: 'You can now add premium content to your subscription. Choose from your existing projects & replays, or create new content.' Below this are two buttons: 'Choose Existing Content' and 'Create New Project'. At the bottom, there is a link: 'How to make existing content only available to my subscribers?'.

# You can offer your subscribers premium content in the form of:

Projects



Livestreams



Source Files



Other beta users have offered content like:

Behind the scenes  
Sketchbooks and process  
Early access  
FAQ

Tutorials  
Q&A  
Mentorship and coffee chats  
Process videos

Brush and vector packs  
Layered source files  
Templates and presets  
Wallpapers



# How Your Subscription Looks on Your Profile

**Bēhance** For You Discover Livestreams Jobs Search... Create a Project

**Bureau Oberhaeuser**  
Founder  
Oberhaeuser GmbH  
[www.oberhaeuser.info](http://www.oberhaeuser.info)  
Hamburg, Germany

**Work** **Subscriber Area** Videos Moodboards Appreciations

**Profile Sidebar:**  
**NEW Subscribe**  
Support my work and access my premium content, which may include:  
Source files  
Premium livestreams  
Premium projects  
**Subscribe - \$5/month**

**Profile Tab:** People can browse your premium subscription content in the Subscriber Area tab on your profile.

**Profile Sidebar:** People can preview what types of premium content you're offering and how much your monthly subscription costs.

**Subscribe to Unlock:** Subscriber-only content will have a "Subscribe to Unlock" button placed on top of them.

**Premium Content:**  
Tech Startup Evolution Calendar 2018 (3 items)  
Sunday Landscape Study (11 hours ago)  
tackl - Football Prediction Game (3 days ago)  
Sunday Landscape Study (11 hours ago)

**Content Items:**  
XD File  
Components  
Custom typeface  
Icon Pack  
Buttons & Cards  
App Design  
Prototypes  
PSD Source File

**Stats:** Bē 58, Gr 9, Mo, UI 10

**Replays & Projects** **Source Files**

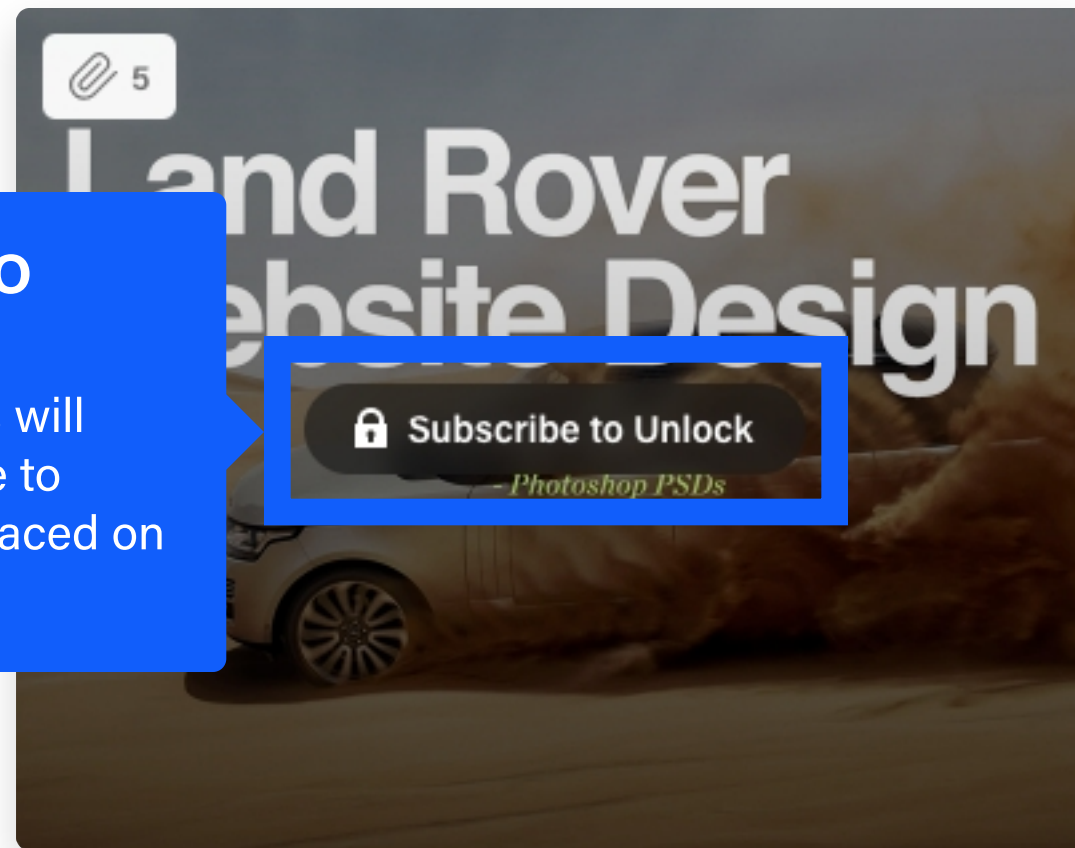
Project Views: 247,973  
Appreciations: 20,265

# Premium Projects

1

## SUBSCRIBE TO UNLOCK

Premium projects will have a "Subscribe to Unlock" button placed on top of them.



2

## SUBSCRIPTION POPUP

When users click on your locked projects, they'll see a popup that allows them to subscribe right then and there.

A screenshot of a subscription popup for Bureau Oberhaeuser. The popup has a white background and a close button (X) in the top right corner. At the top, there is a circular profile picture of Bureau Oberhaeuser and the text 'Subscribe to Bureau Oberhaeuser'. Below this, there are two rows of benefits: 'US\$5 per month' and 'Source Files', and 'Premium Content'. There are input fields for 'Your Name', 'Card Number', 'MM/YY', 'CVC', and 'ZIP'. A large grey button says 'Subscribe - US\$5/month'. At the bottom, it says 'Powered by stripe' and includes a disclaimer: 'This transaction is between you and the creator. Your information is sent to Stripe, Inc., a third-party vendor, for payment processing and is subject to Stripe's Privacy Policy.'

This content is only available to Bureau Oberhaeuser's subscribers.

**This is a premium replay**

Land Rover Website Design

2021

Subscribe to Unlock

Photoshop PSDs

US\$5 per month

Source Files

Premium Content

Your Name

Card Number | MM/YY CVC ZIP

By clicking "Subscribe," you agree to be charged monthly by Stripe, Inc. and that your subscription will automatically renew monthly until you cancel. Cancel in your Behance account. [Learn more](#). You also agree to the [Adobe Terms of Use](#) and [Behance Additional Terms](#).

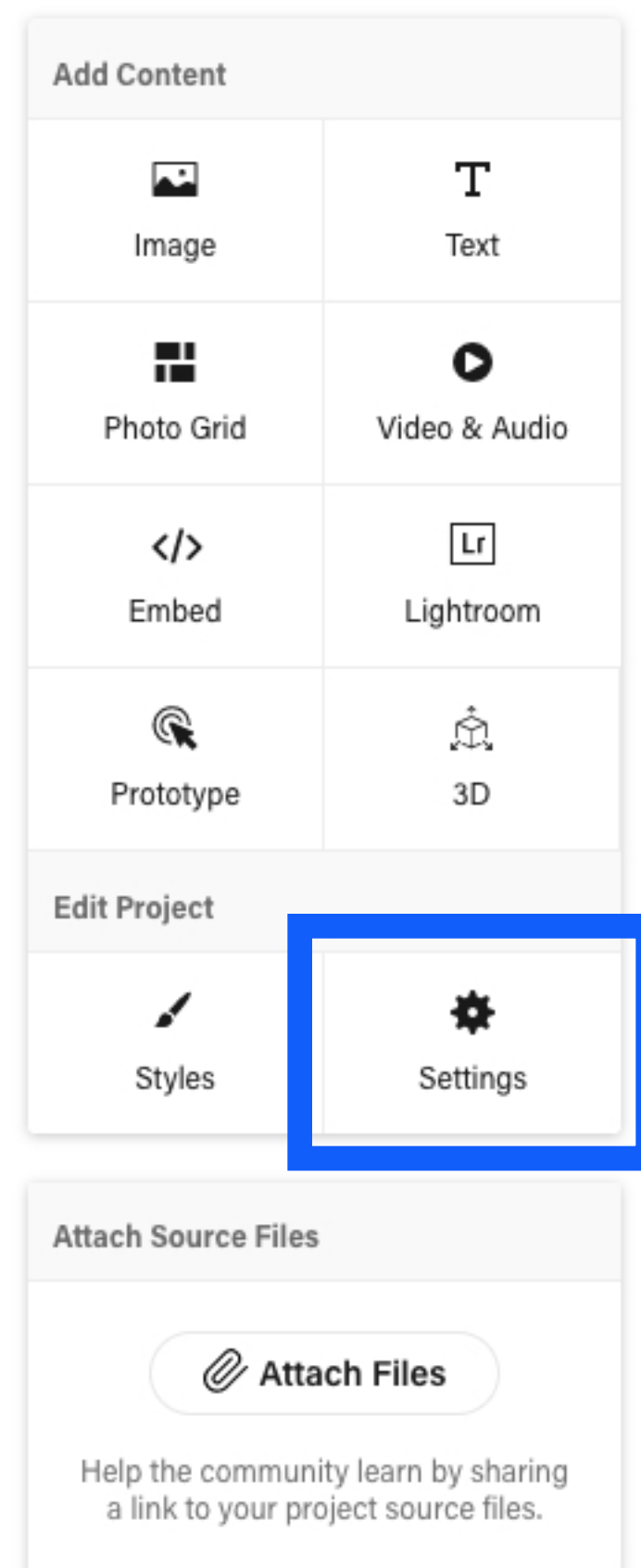
Subscribe - US\$5/month

Powered by stripe

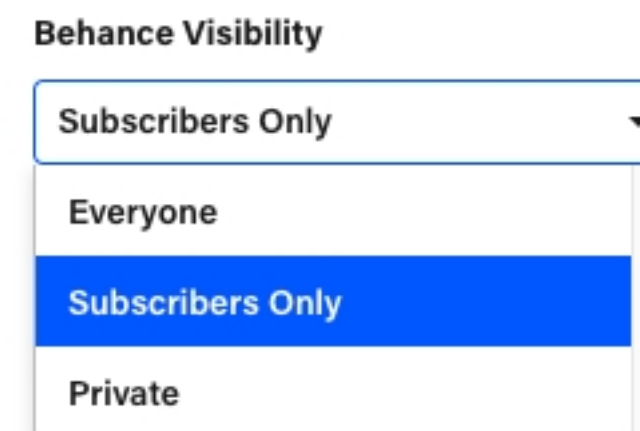
This transaction is between you and the creator. Your information is sent to Stripe, Inc., a third-party vendor, for payment processing and is subject to Stripe's [Privacy Policy](#).

# How to Create a Premium Project

- 1 When creating a new project, select "Settings" from the project editor sidebar

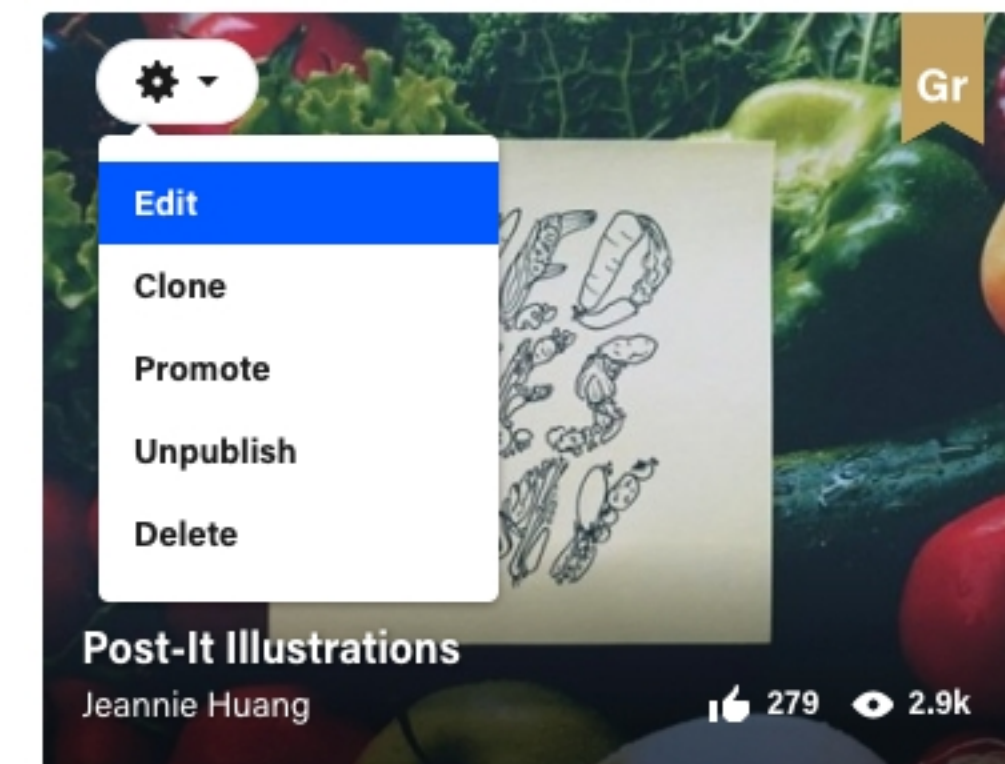


- 2 Select "Subscribers Only" in Behance Visibility



Note: you can't add a co-owned project or a project with adult content to your subscription.

- 3 You can also make an existing project premium by editing it from the project cover dropdown on your profile



# Add multiple projects at once from your profile

The image shows a Behance profile for Bureau Oberhaeuser. The profile includes a circular profile picture, the name 'Bureau Oberhaeuser', and the role 'Founder' at 'Oberhaeuser GmbH'. The location is 'Hamburg, Germany'. There are three main action buttons: 'Edit Your Profile', 'Edit Availability', and 'Edit Adobe Portfolio'. A statistics section shows 247,973 Project Views, 20,265 Appreciations, 9,438 Followers, 179 Following, and 12 Subscribers. Social media links for Instagram and Twitter are provided under 'ON THE WEB'. The main content area is titled 'Your Subscription' and shows a monthly fee of \$8, 0 active subscribers, and \$0.00 earned in the last 30 days. A confirmation message states 'Congratulations, your subscription has been created!' and offers two options: 'Choose Existing Content' (highlighted with a blue box and a callout) and 'Create New Project'. The callout box explains that users can bulk add projects from their profile to be marked as premium. A link for 'How to make existing content only available to my subscribers?' is also present.

**Bureau Oberhaeuser**  
Founder  
Oberhaeuser GmbH  
[www.oberhaeuser.info](http://www.oberhaeuser.info)  
Hamburg, Germany

[Edit Your Profile](#)  
[Edit Availability](#)  
[Edit Adobe Portfolio](#)

Project Views: 247,973  
Appreciations: 20,265  
Followers: 9,438  
Following: 179  
Subscribers: 12

ON THE WEB  
[Instagram](#)  
[Twitter](#)

**Your Subscription**

\$8 Per Month | 0 Active Subscribers > | \$0.00 Earned Last 30 Days | [View more data on stripe >](#)

**Premium Content**  
People can preview what type of content you have much more than subscribers.

**Congratulations, your subscription has been created!**  
You can now add premium content to your subscription. Choose from your existing projects & replays, or create new content.

**BULK ADD PROJECTS**  
You can select multiple projects from your profile to be marked as premium.

[Choose Existing Content](#) | [Create New Project](#)

[How to make existing content only available to my subscribers?](#)

# Premium Livestreams

**Bēhance** For You Discover Livestreams Jobs

Search...

Share Your Work

Adobe

**SUBSCRIBE HERE**  
Livestreams also have a call-to-action to subscribe, even if they're not subscriber only.

**Maddy Bellwoar**  
Netherlands  
Follow  
Subscribe - \$5/month

**SOURCE FILES (1)**  
Glitch Brush Set 2 - Circle Brushes

**SOURCE FILES**  
Your attached source files will be visible on the livestream sidebar.

Painting Vehicles in Photoshop with Maddy Bellwoar

Painting Vehicles in Photoshop with Maddy Bellwoar

Virtual Plein Air Painting in Photoshop with Maddy Bellwoar

Painting Environments at Dusk in Photoshop with Maddy Bellwoar

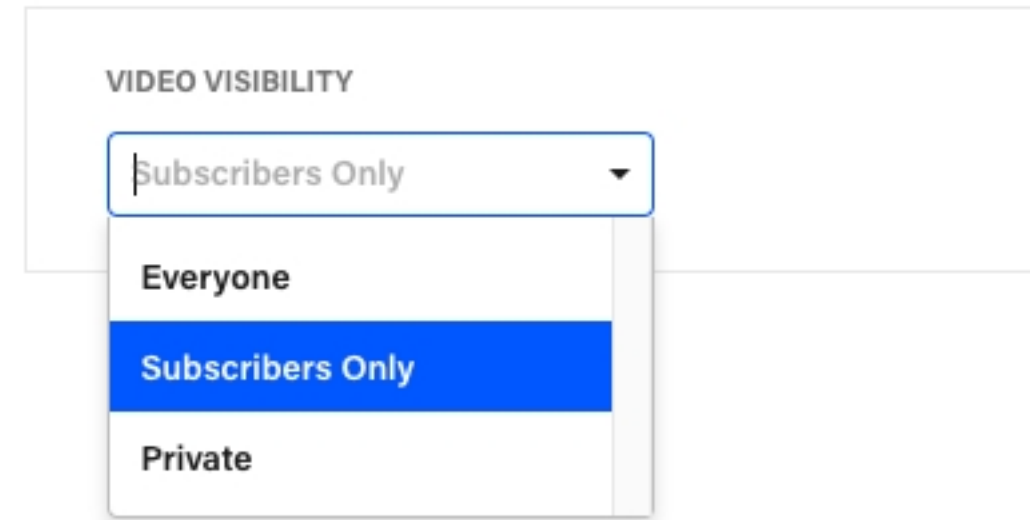
Painting City Environments in Photoshop with Maddy Bellwoar

Sweet Still Life Painting in Photoshop with Maddy Bellwoar

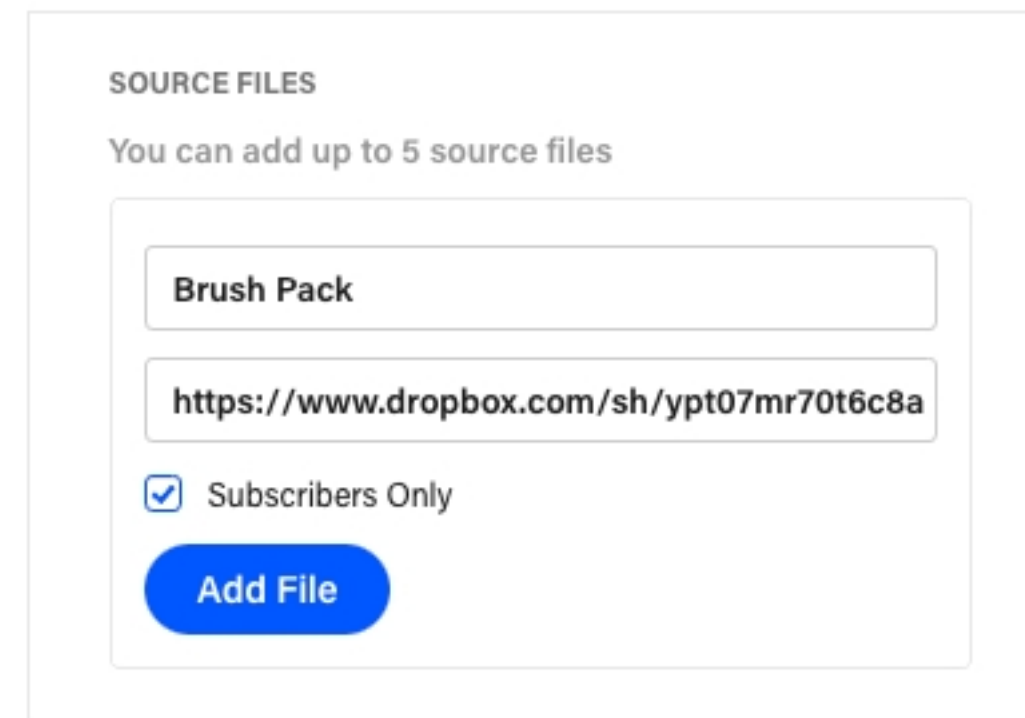
Gouache style Digital Painting in Photoshop with Maddy Bellwoar

# How to Create a Premium Livestream

- 1 Select "Subscribers Only" from the Video Visibility section in the livestream sidebar

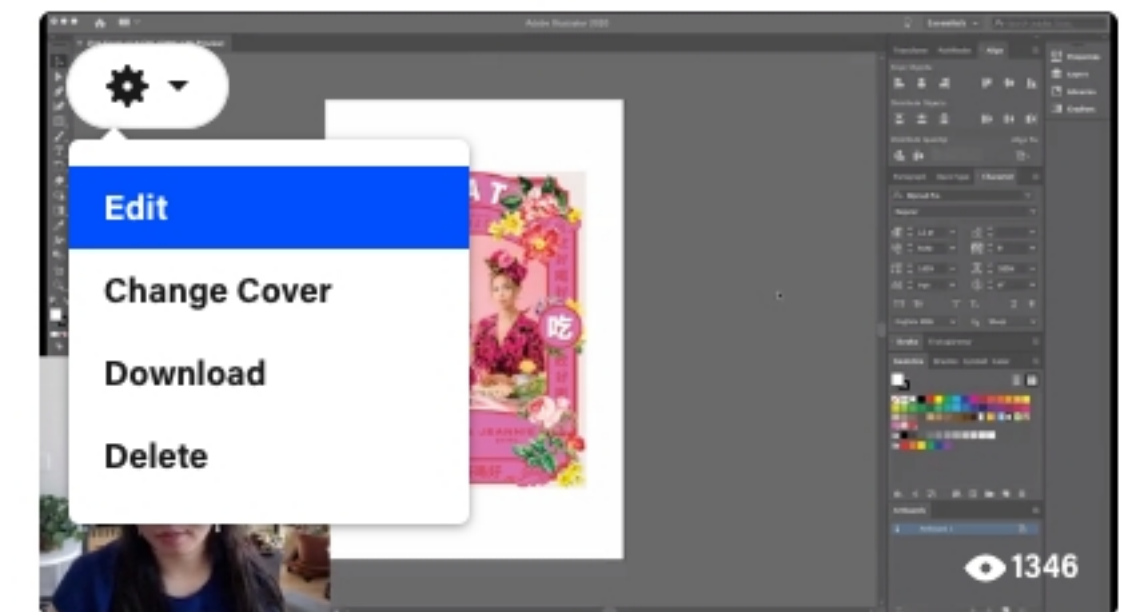


- 2 Attach source files to your livestream and mark them as "Subscribers Only"



Note: you can add a maximum of 5 source files per livestream. To get a file URL, upload your asset to a cloud service like Dropbox, Google Drive, or Box.

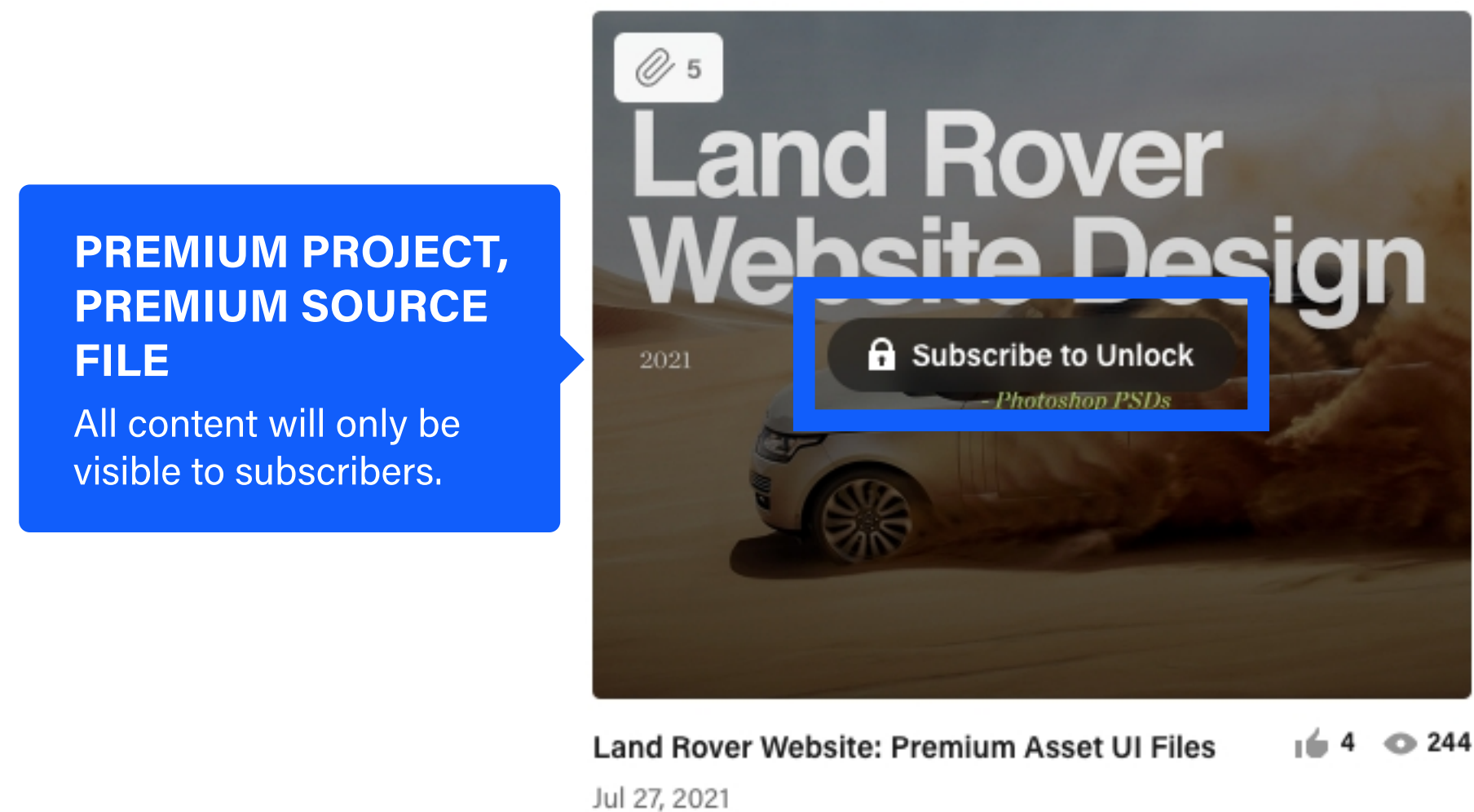
- 3 You can also make an existing project premium by editing it from the livestream cover dropdown on your profile



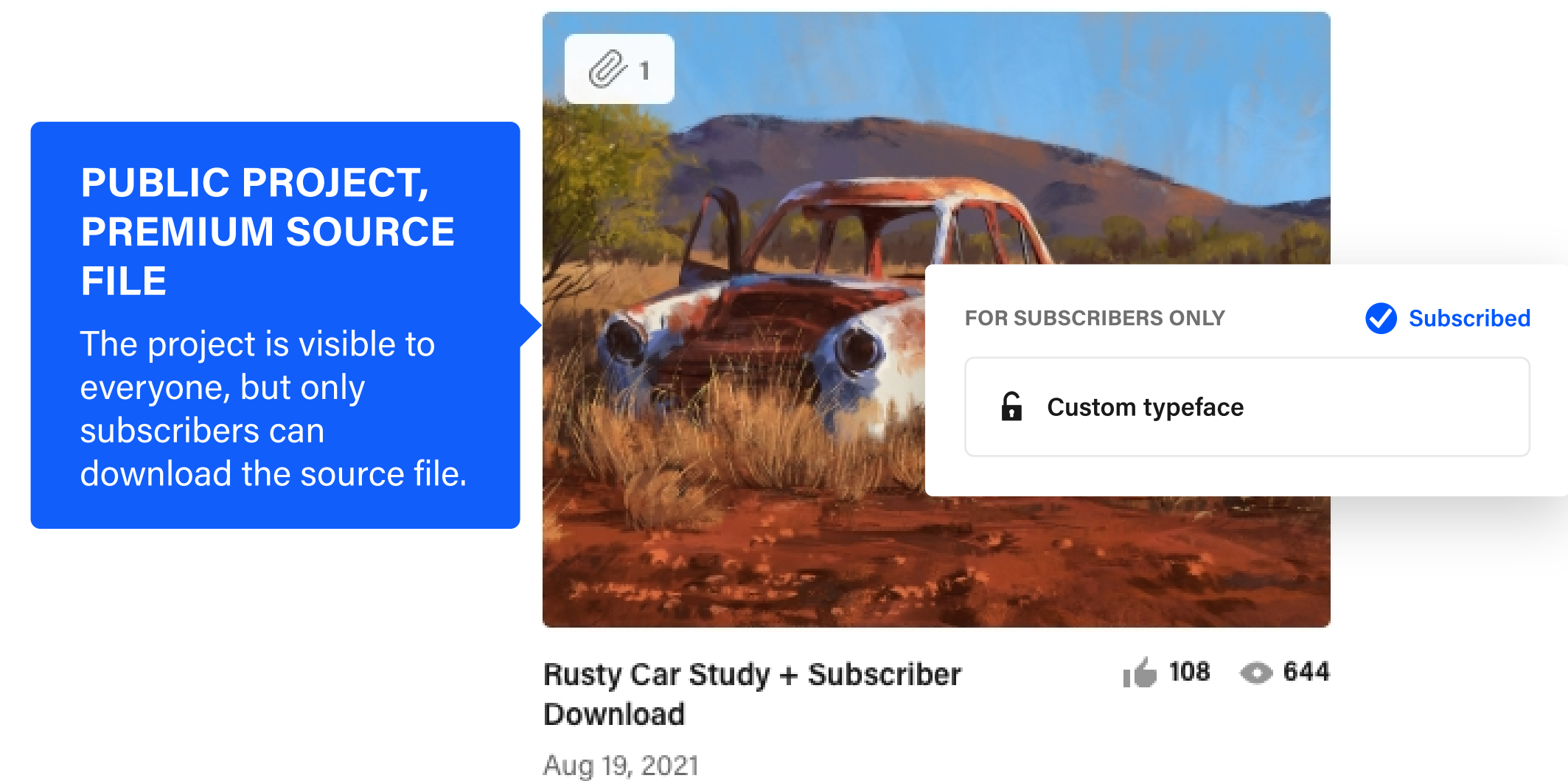
Everyday Working Hour: Designing a Vintage-Style Zine Cover in Illustrator and Photoshop

Jeannie Huang • May 13, 2020

# You can add premium source files to projects and livestreams



A **premium project/livestream** will have a “Subscribe to Unlock” button on the cover, and all content inside (including source files) will only be accessible to subscribers



A **public project/livestream with a premium source file** will allow everyone to view the project, but only subscribers will be able to download the source file.

# Premium Source Files in a Project

The image shows a Behance project page for 'Rusty Car Study'. The left sidebar contains a list of comments from various users. The main content area features a 'Subscribe' section with a list of premium content items, including 'Layered Artwork PSD'. A blue callout box points to the 'Layered Artwork PSD' item, stating: 'ATTACHED TO A PROJECT Your attached source files will be visible on the project sidebar.' Another blue callout box points to the 'Subscribe' button next to the 'Layered Artwork PSD' item, stating: 'SUBSCRIBE Clicking the subscribe button on these areas will bring up the subscription purchase popup'. The right sidebar contains navigation options like 'Follow', 'Message', 'Files (1)', 'Tools', 'Save', and 'Appreciate'.

**ATTACHED TO A PROJECT**  
Your attached source files will be visible on the project sidebar.

**SUBSCRIBE**  
Clicking the subscribe button on these areas will bring up the subscription purchase popup

**Subscribe**  
Support my work and access my premium content, which may include:

- Source files
- Premium livestreams
- Premium projects

**SOURCE FILES**  
For Subscribers Only

Layered Artwork PSD [Subscribe](#)

**Subscribe**  
Support my work and access my premium content, which may include:

- Source files
- Premium livestreams
- Premium projects

**SOURCE FILES**  
For Subscribers Only

Layered Artwork PSD [Subscribe](#)

background car  
digital painting environment  
Photo study Vehicle

© All Rights Reserved Report



# Premium Source Files in a Livestream

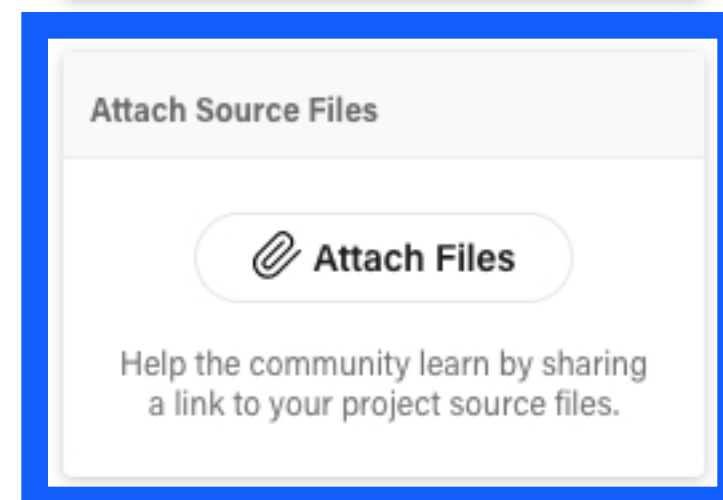
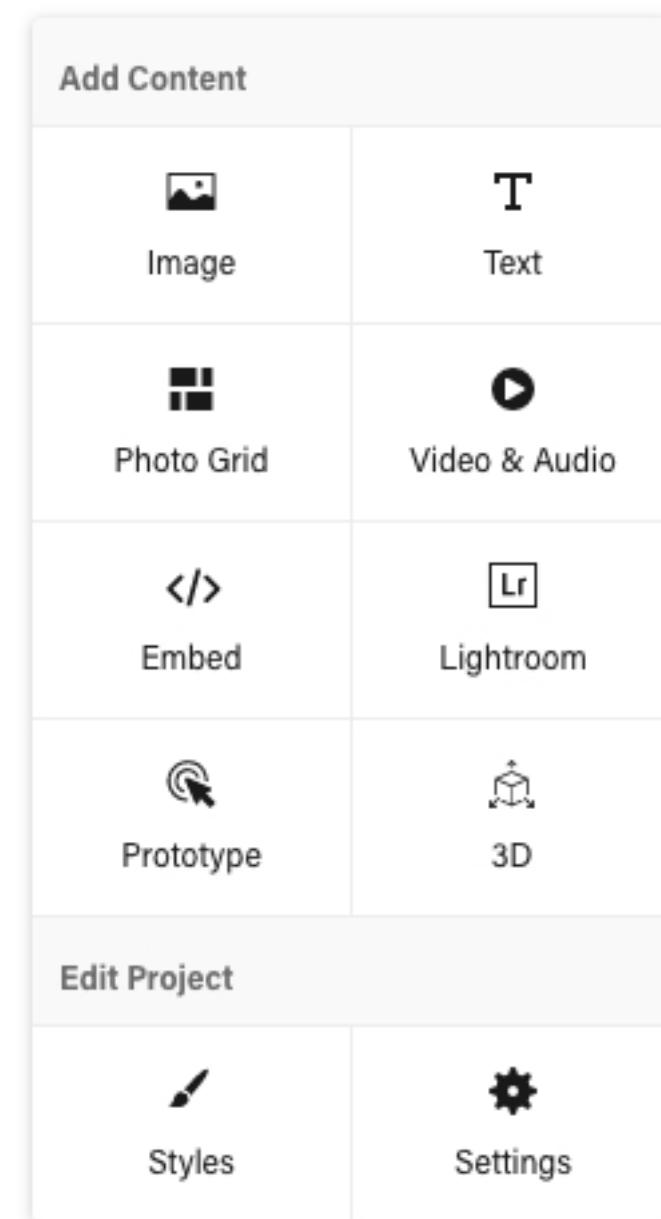
The image shows a screenshot of a Bechance livestream. The main content is a Photoshop workspace displaying a digital painting of a rusted, vintage car in a desert landscape. The Photoshop interface includes various panels like Layers, Properties, and Color. A blue box highlights the 'SOURCE FILES (1)' section in the right sidebar, which contains a link to 'Glitch Brush Set 2 - Circle Brushes'. A blue callout box with white text says 'SOURCE FILES Your attached source files will be visible on the livestream sidebar.' The livestream interface includes a top navigation bar with 'Bechance', 'For You', 'Discover', 'Livestreams', and 'Jobs'. A search bar is present. The right sidebar shows the streamer's profile for 'Maddy Bellwoar' from the Netherlands, with a 'Follow' button and a 'Subscribe - \$5/month' button. Below the profile is a list of video thumbnails with titles like 'Painting Vehicles in Photoshop with Madd...', 'Virtual Plein Air Painting in Photoshop with...', 'Painting Environments at Dusk in Photoshop...', 'Painting City Environments in...', 'Sweet Still Life Painting in Photoshop with...', and 'Gouache style Digital Painting in Photoshop...'. The video player at the bottom shows a progress bar from 3:43:27 to 4:04:24.

Painting Vehicles in Photoshop with Maddy Bellwoar

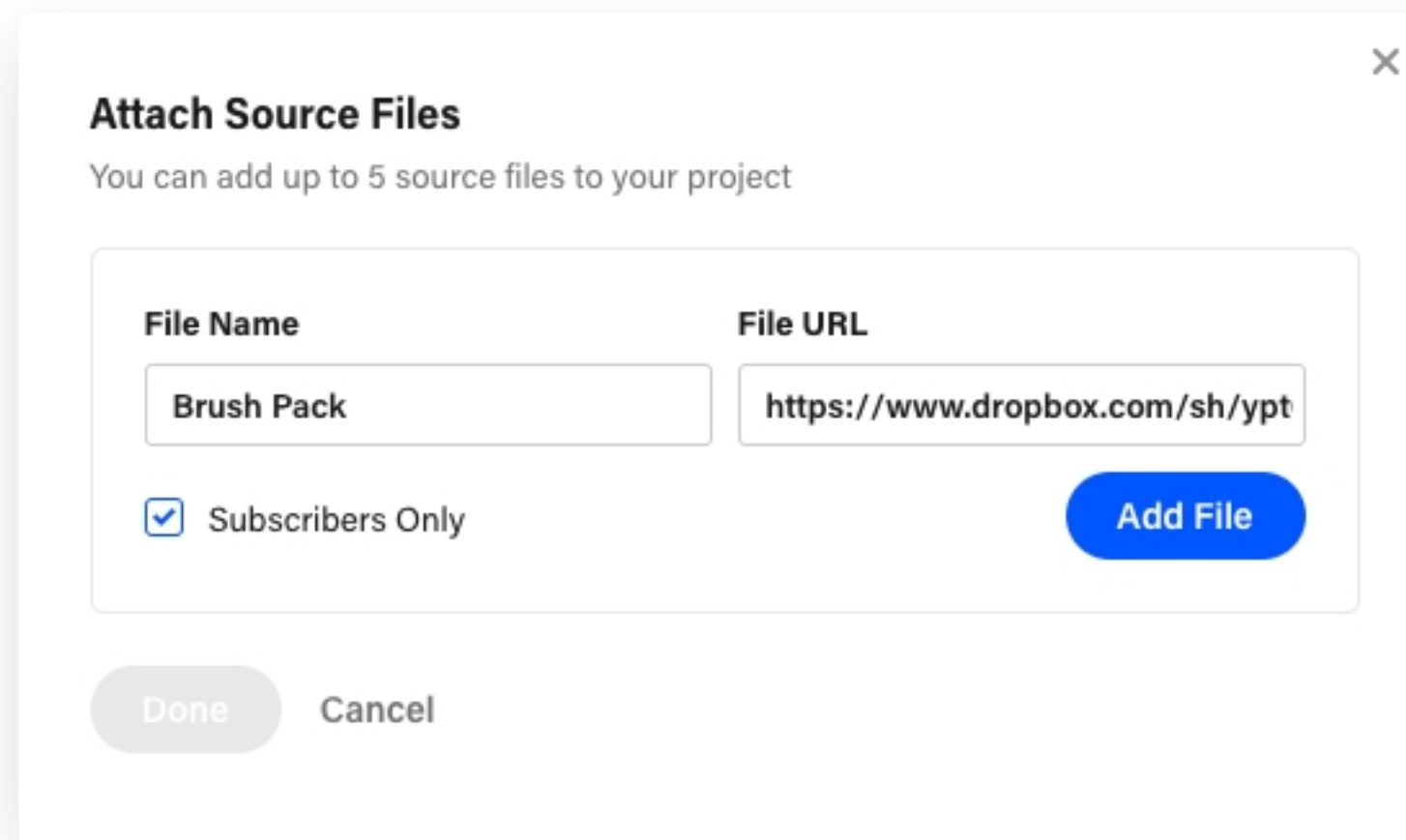


# How to Attach a Premium Asset

- 1 Select "Attach Source Files" from the project editor sidebar

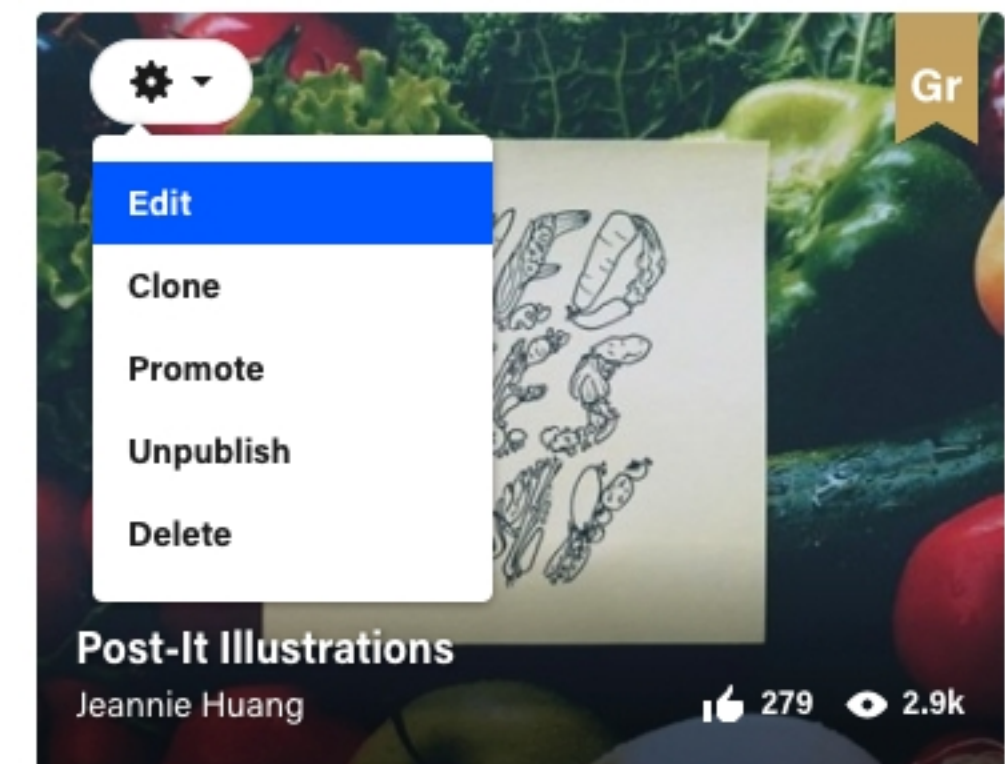


- 2 Mark attached files as "Subscribers Only"



Note: you can add a maximum of 5 source files per project. To get a file URL, upload your asset to a cloud service like Dropbox, Google Drive, or Box.

- 3 You can add premium source files to an existing project from the project cover dropdown on your profile



# Tips, Tricks, and Some Best Practices

The best way to gather more subscribers is by having a **regular cadence of new content to keep adding value**. Here are some additional tips we've gathered to help you on your way:



# Pin a public project describing your subscription, with a premium source file attached

The description project can outline what's offered in your subscription, how often users can expect new premium content, etc.

By adding a premium source file to a public project, this ensures the project will show up in your subscriber area and be viewable to potential subscribers.

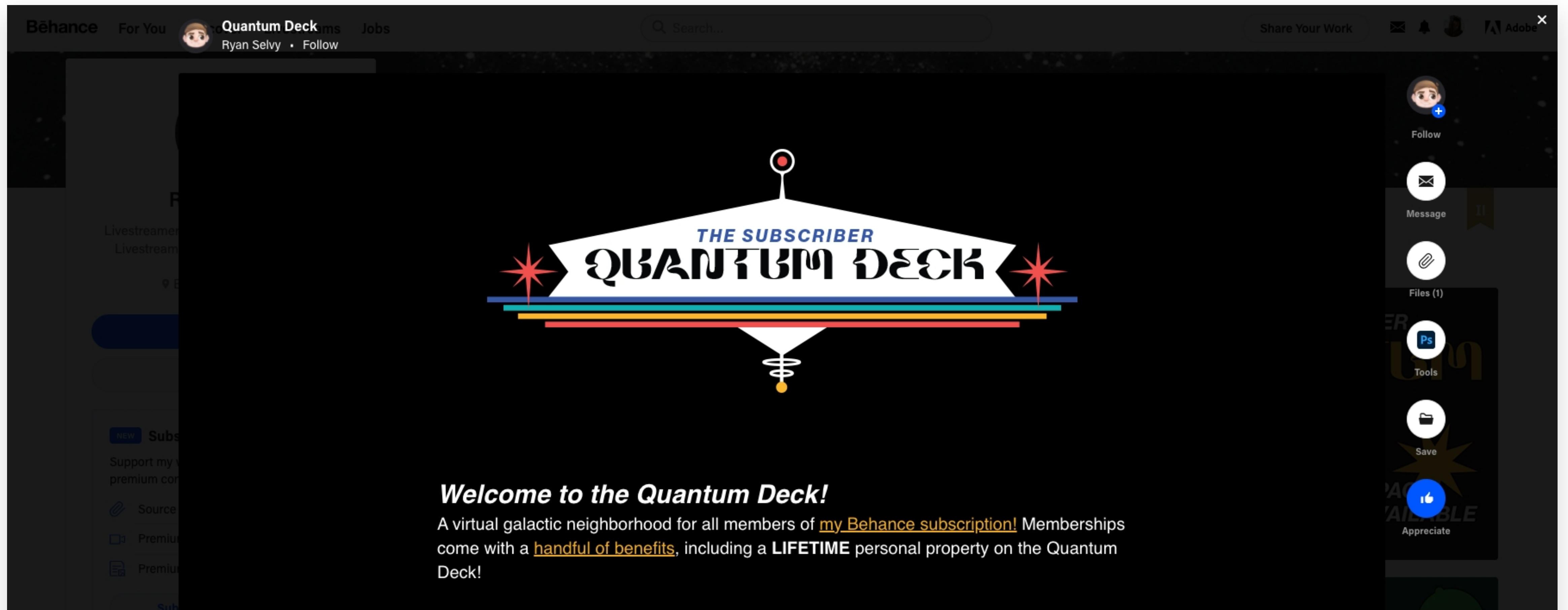
The screenshot shows the Behance profile for Bureau Oberhaeuser. The profile includes a circular logo with the text "BUREAU OBERHAEUSER". Below the logo, the name "Bureau Oberhaeuser" is displayed, followed by the title "Founder", the company name "Oberhaeuser GmbH", the website "www.oberhaeuser.info", and the location "Hamburg, Germany". There are three buttons: "Edit Your Profile", "Edit Availability", and "Edit Adobe Portfolio". A statistics table shows: Project Views (247,973), Appreciations (20,265), Followers (9,438), Following (179), and Subscribers (12). Below the statistics are social media links for Instagram and Twitter. The "ABOUT" section states: "Bureau Oberhaeuser is a design bureau focused on Information- and Interface Design. The Bureau was founded in 2011 in Hamburg by".

On the right side, the "Subscriber Area" is highlighted. It shows "Your Subscription" for \$8 Per Month with 12 Active Subscribers. Below this is a "Subscription Overview" section with a pin icon and the text: "Subscription Overview. Describe your subscription in a project and pin it here. [Learn more](#)". A "Choose Project" button is visible. To the right of this section is "Premium Content" with a plus icon and a video thumbnail titled "Tech Startup Evolution Calendar 2018" with a duration of 58:48. Below the video are two preview items: "Preview - XD File" and "Preview - Components".

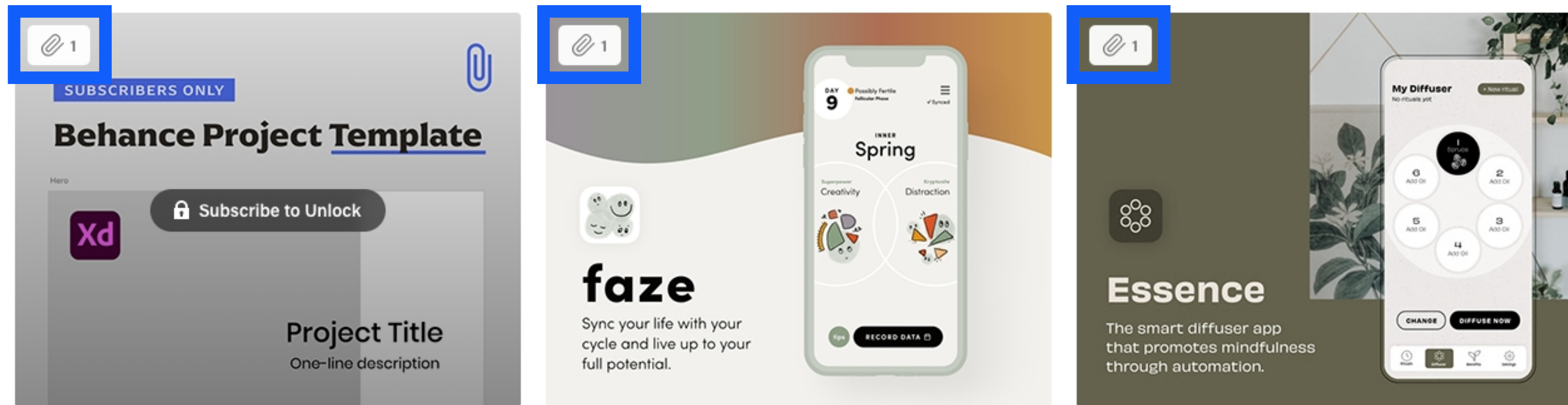
# Create a premium project welcoming subscribers

This will be the first place you'll be able to talk directly to your subscribers. This will also create something behind the paywall that customers can immediately unlock while you work on more subscription content.

Some of our creator's have added "Welcome Kits" featuring their favorite brush packs, source files, etc.



# Fill up your subscriber area if you're just getting started



If you're just starting your subscription, consider adding one source file per project or livestream.

If you already have public projects on Behance, consider adding working files, timelapses, or other related content to that project for subscribers. Remember, you can attach a subscriber-only asset and keep the project public.



Moodboards   Appreciations   Insights   Drafts (15)

Bē 58   Gr 9   Mo   UI 10

Delete Subscription

2 Active Subscribers >

\$16 Earned Last 30 Days

View more data on stripe >

Premium Content

Replays & Projects   Source Files

3

58:48

Sunday Landscape Study

11 hours ago

Ps

Preview - XD File

Preview - Components

Subscription Checklist

- Add 3 projects/streams
- Add your first source file
- Pin a subscription overview

[Don't show this again](#)

# Go through the Subscription Checklist on your profile

We've added a Subscription Checklist to the bottom right of your profile, detailing some of the top ways you can kickstart a robust subscription for your fans.



# Spread the word about your subscription

- 1 Create an announcement post to share on social media
- 2 Ask close friends to amplify your posts
- 3 Email a list of contacts and community to introduce your new offering
- 4 If you livestream, consider calling out your subscription regularly
- 5 Show sneak peeks of how your premium content might be useful

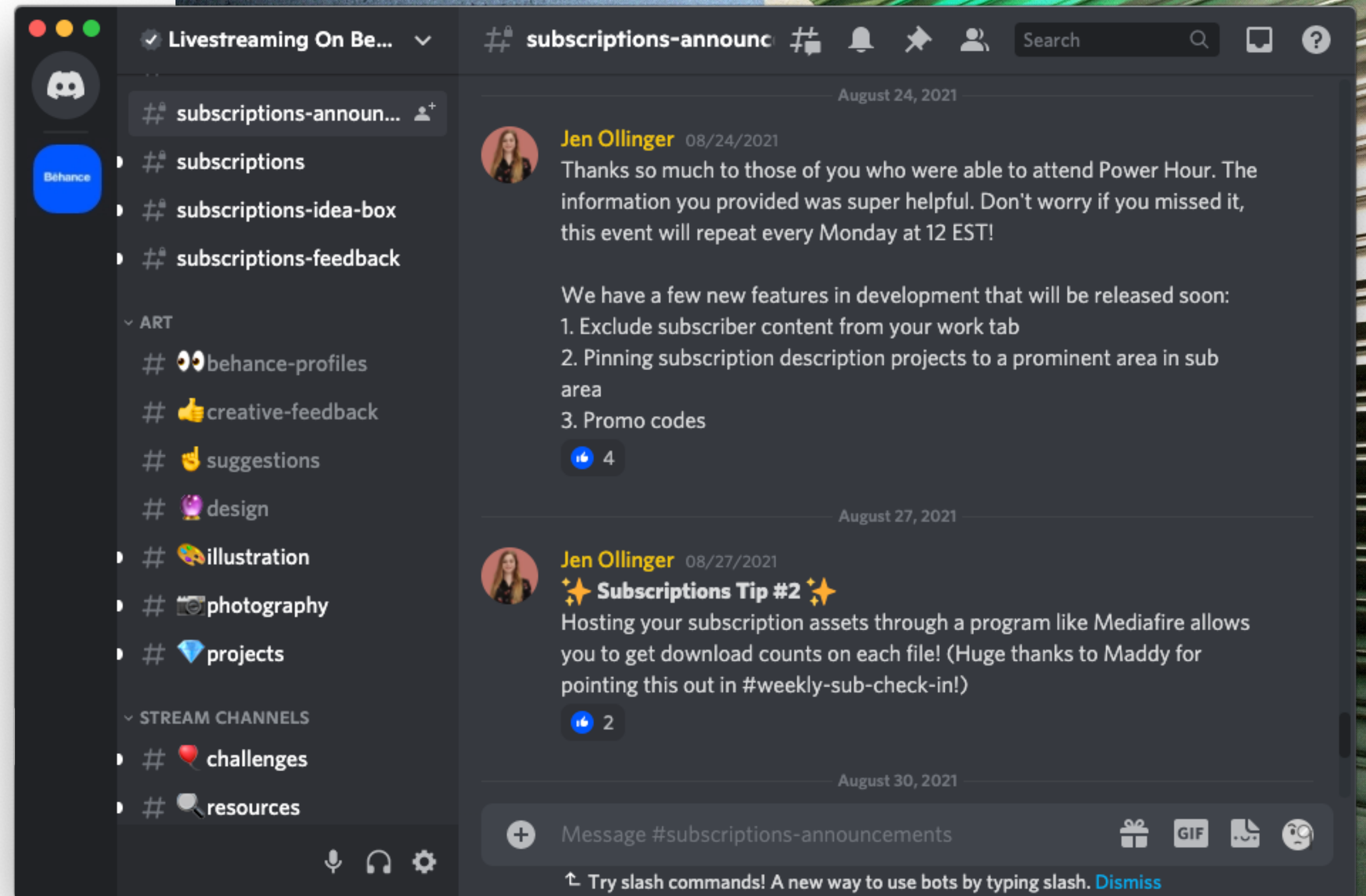


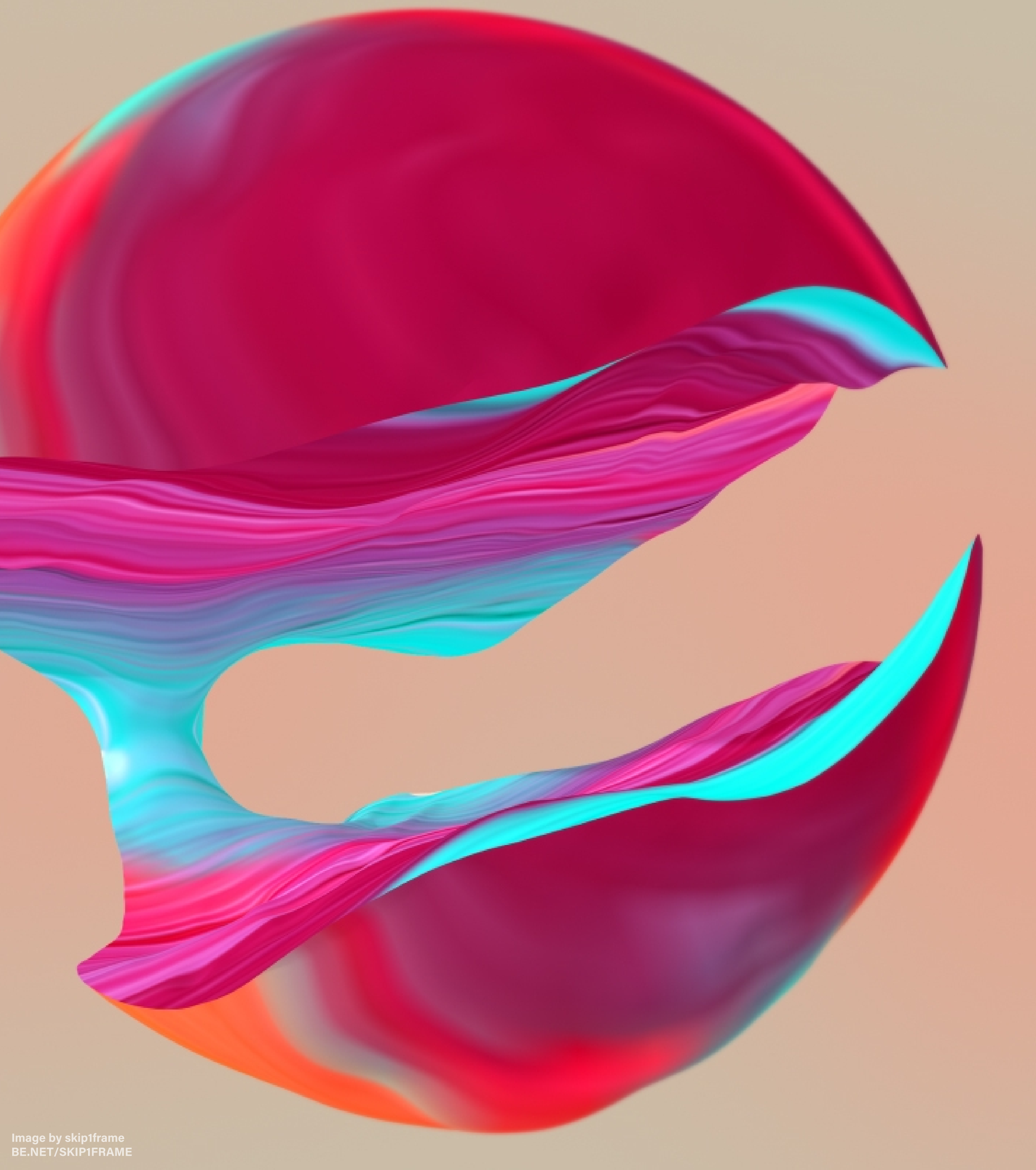
# Let's stay connected

We also encourage you to join our private Discord server where you can share your feedback, engage with other subscription creators, and stay in the loop with updates.

If you haven't joined via the link in your email, please message @Jen Ollinger#4160 on Discord to gain access.

We'd also love your honest feedback about the experience so we can continue to improve the feature — you'll have a direct line to the Behance team and our open ears!





## More Resources

- 1 You can always message our team on Discord at [@Jen Ollinger#4160](#) or [@derasterized#2304](#) with feedback or questions.
- 2 If Discord isn't your thing, you can also email us at [jollinger@adobe.com](mailto:jollinger@adobe.com).
- 3 Our full FAQ is also always available at [help.behance.net](https://help.behance.net).