

# Welcome to Subscriptions on Behance

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Setting Up Your Subscription

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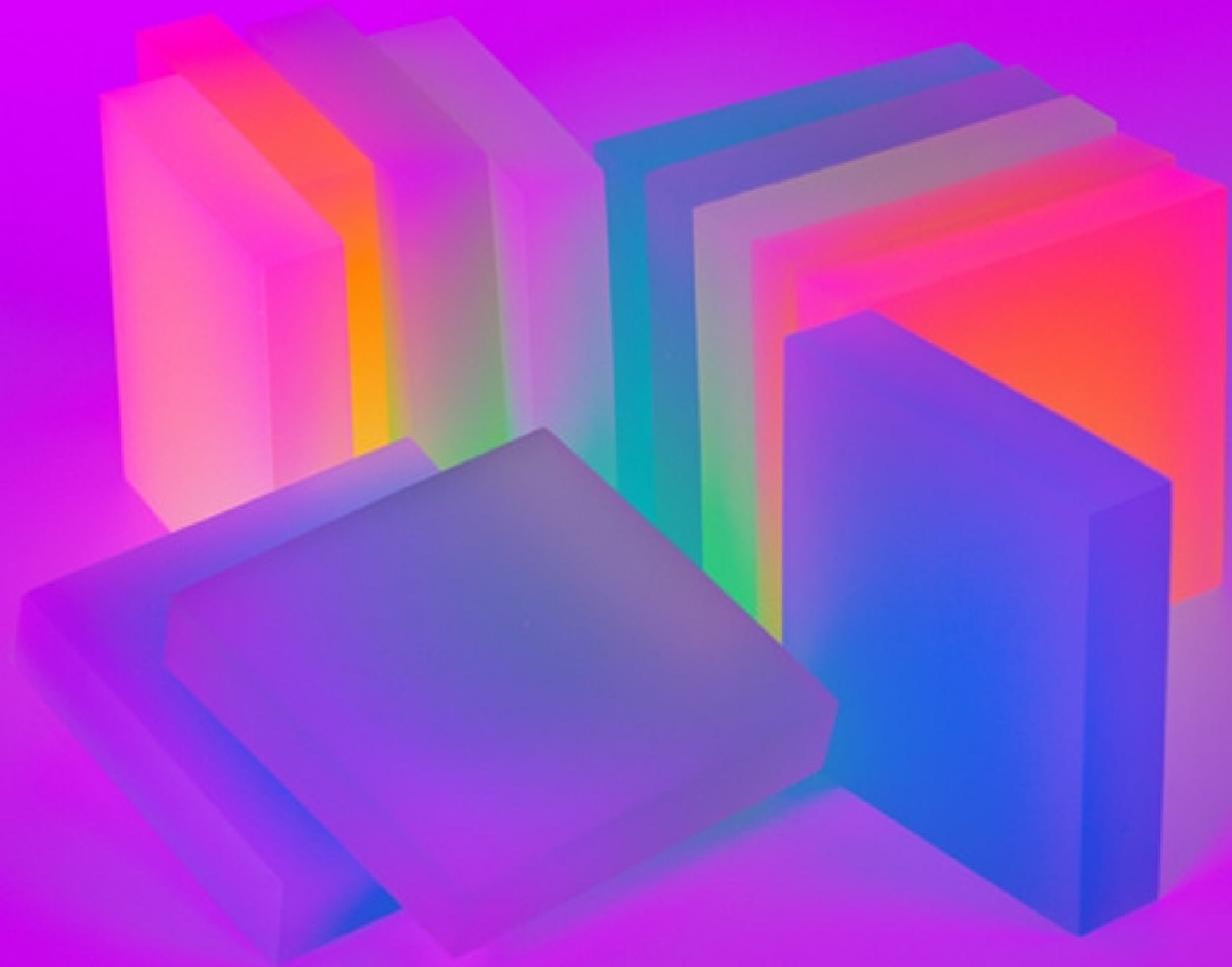
Best Practices

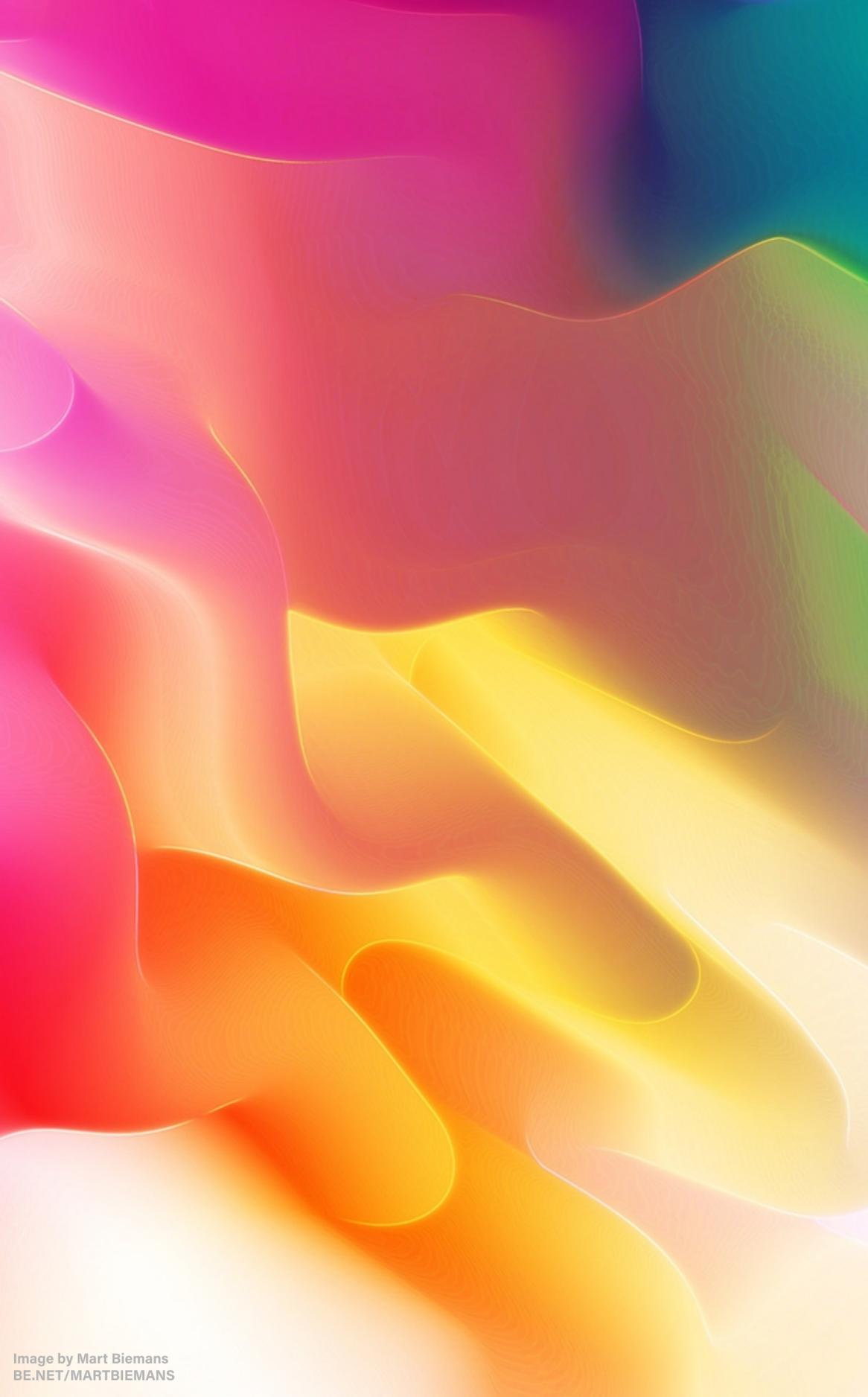
# What are subscriptions on Behance?

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).

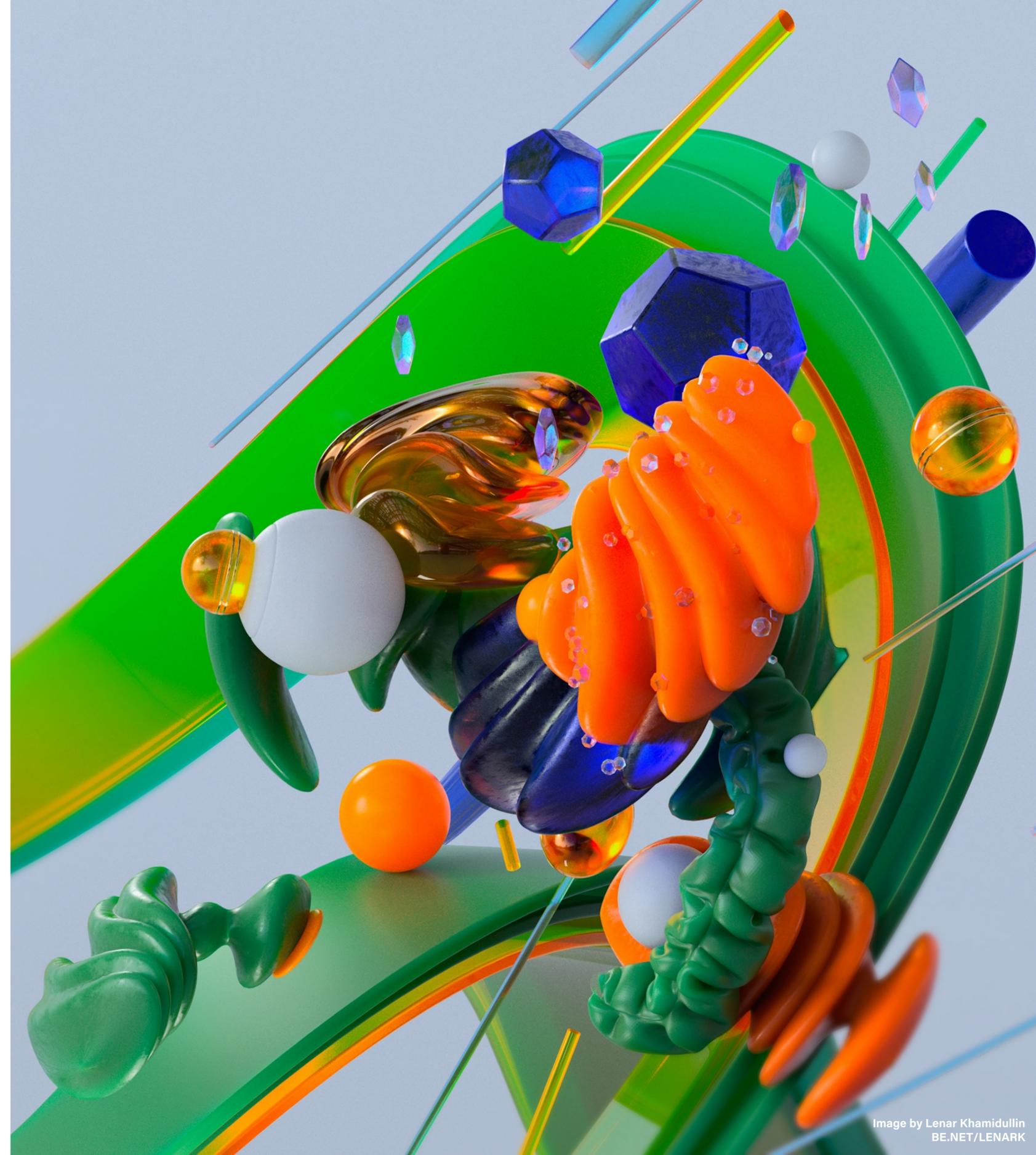
# A few important details

- 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 a network overlay. Below this, there's a navigation menu with '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 content area is titled 'Welcome to Subscriptions on Behance' and includes the text: '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.' Below this, there's a section titled '1 Connect your Stripe account' with the text: 'We've partnered with Stripe to handle all transactions and recurring payments from members'. A prominent 'Connect with stripe' button is present, along with a link to 'Learn more about Stripe'. A footnote at the bottom reads: '\* Standard 20% platform fee is waived when you have an active paid Creative Cloud plan. See eligible plans'. On the left, a profile sidebar for 'Bureau Oberhaeuser' is visible, showing their role as 'Founder' and company information. A blue callout box with the number '1' points to the 'Connect with stripe' 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.

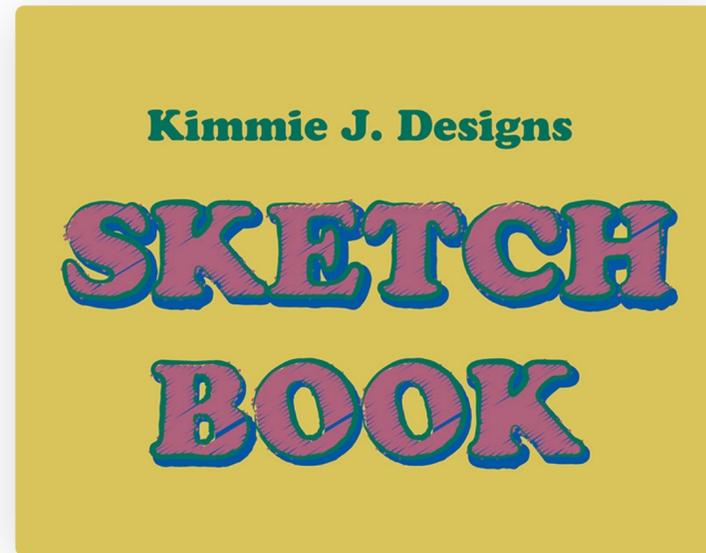
The screenshot shows a Behance profile for 'BUREAU OBERHAUSER'. The navigation bar includes 'Bēhance', 'For You', 'Discover', 'Livestreams', 'Jobs', a search bar, and a 'Create a Project' button. The profile header shows the user's name and a 'Subscriber Area' tab. A blue callout box with the number '3' points to the 'Your Subscription' section, which displays: '\$8 Per Month', '0 Active Subscribers', and '\$0.00 Earned Last 30 Days'. Another blue callout box with the number '4' points to the 'Premium Content' section, which contains a congratulatory message and two buttons: 'Choose Existing Content' and 'Create New Project'. The left sidebar shows profile statistics and social media links for Instagram and Twitter.

**3 SEE YOUR EARNINGS HERE**  
You can keep track of all your subscribers and earnings from your Subscriber Area in your profile.

**4 ADD CONTENT TO YOUR SUBSCRIPTION**  
You can add new subscription content from here or directly from within projects and livestreams.

# 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

The image shows a Behance profile for Bureau Oberhaeuser. The profile includes a header with navigation links (For You, Discover, Livestreams, Jobs), a search bar, and a 'Create a Project' button. The profile information shows the user is the founder of Bureau Oberhaeuser GmbH in Hamburg, Germany. The main content area is divided into tabs: Work, Subscriber Area (highlighted with a blue box), Videos, Moodboards, and Appreciations. The Subscriber Area tab is active, showing premium content. Three callouts explain key features: 1. 'PROFILE TAB' points to the 'Subscriber Area' tab, stating that people can browse premium subscription content there. 2. 'PROFILE SIDEBAR' points to the 'Subscribe' section on the left, which lists premium content types (source files, livestreams, projects) and a '\$5/month' subscription price. 3. 'SUBSCRIBE TO UNLOCK' points to a 'Subscribe to Unlock' button overlaid on premium content items, indicating that subscriber-only content will have this button.

**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.

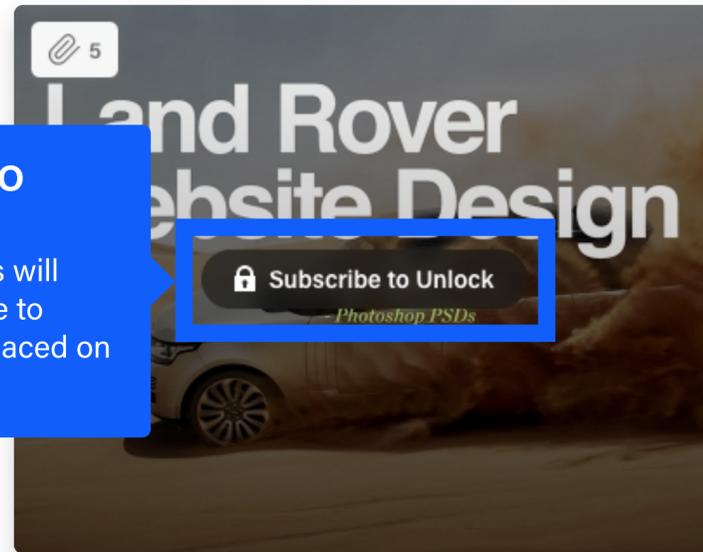
**SUBSCRIBE TO UNLOCK**  
Subscriber-only content will have a "Subscribe to Unlock" button placed on top of them.

# Premium Projects

1

## SUBSCRIBE TO UNLOCK

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



2

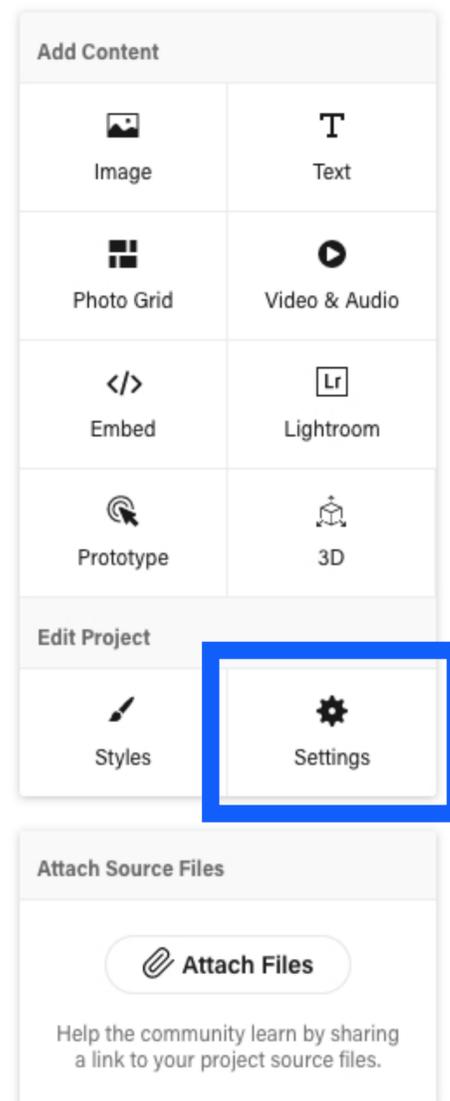
## SUBSCRIPTION POPUP

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

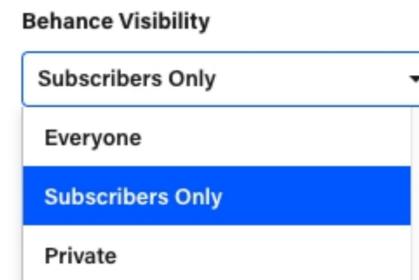
A screenshot of a subscription popup for Bureau Oberhaeuser. The popup has a dark grey header with the Bureau Oberhaeuser logo (a black circle with white text) and the text 'Subscribe to Bureau Oberhaeuser'. Below the header, there are two rows of benefits: 'US\$5 per month' and 'Source Files', and 'Premium 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.' In the background, a project thumbnail for 'Land Rover Website Design' is visible with a yellow popup overlay that says 'This is a premium replay' and 'This content is only available to Bureau Oberhaeuser's subscribers.' The background also shows a 'Subscribe to Unlock' button on the project thumbnail.

# How to Create a Premium Project

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

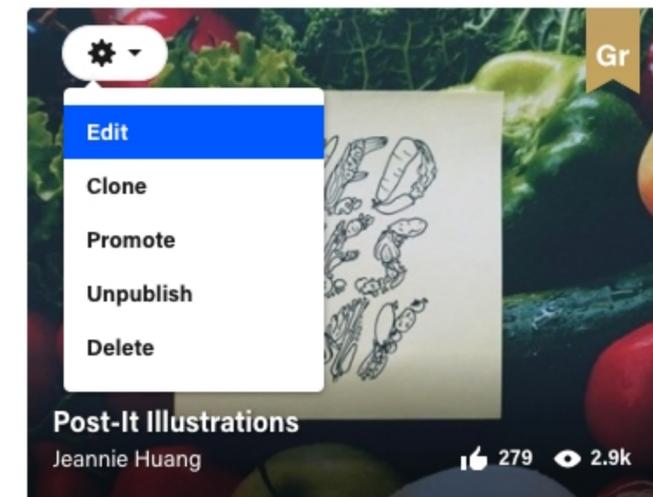


2 Select "Subscribers Only" in Behance Visibility



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 also present.

The 'Subscriber Area' is active, showing a subscription for \$8 per month with 0 active subscribers and \$0.00 earned in the last 30 days. A confirmation message states: '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.' Two buttons are shown: 'Choose Existing Content' (highlighted with a blue box and a hand cursor) and 'Create New Project'. A blue callout box points to the 'Choose Existing Content' button with the text: 'BULK ADD PROJECTS You can select multiple projects from your profile to be marked as premium.'

Navigation tabs include: Work, Subscriber Area (selected), Videos, Moodboards, Appreciations, Insights, Drafts (15). On the right, there are category tags: Bē (58), Gr (9), Mo (10), UI (10), and a 'Delete Subscription' button.

# Premium Livestreams

**Bēhance** For You Discover Livestreams Jobs

Share Your Work

**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**

3:43:27 4:04:24

04:04:24 Painting Vehicles in Photoshop with Madd...

04:04:48 Virtual Plein Air Painting in Photoshop with...

03:57:34 Painting Environments at Dusk in Photoshop...

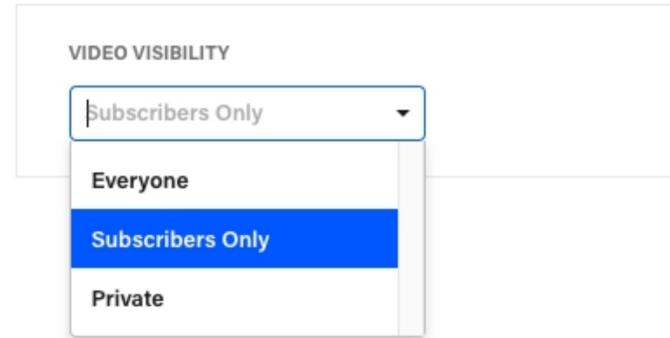
04:10:30 Painting City Environments in...

04:04:40 Sweet Still Life Painting in Photoshop with...

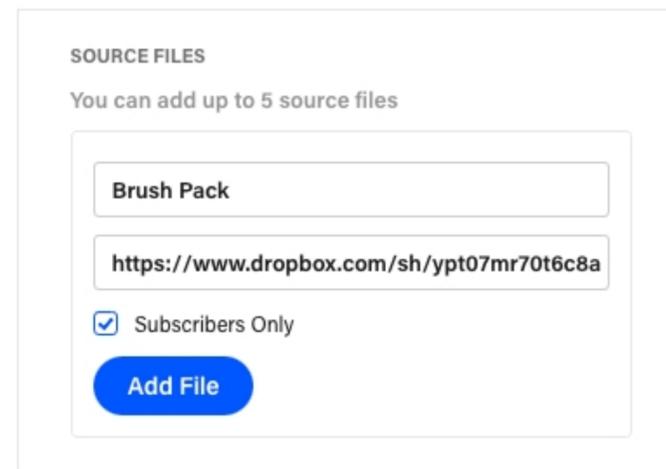
04:00:30 Gouache style Digital Painting in Photoshop...

# How to Create a Premium Livestream

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

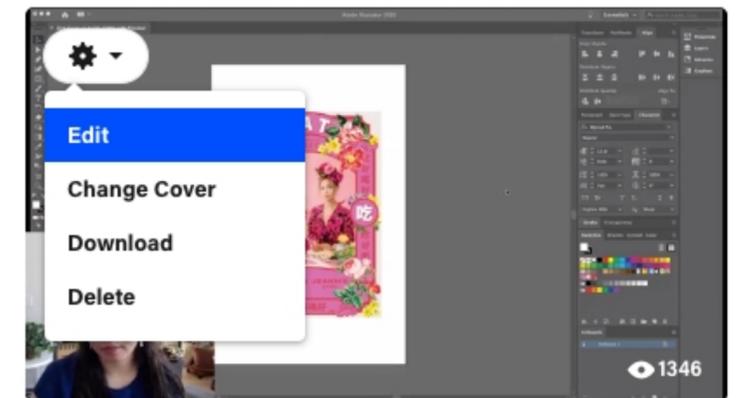


- 2 Attach source files to your livestream and mark them as "Subscribers Only"



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.

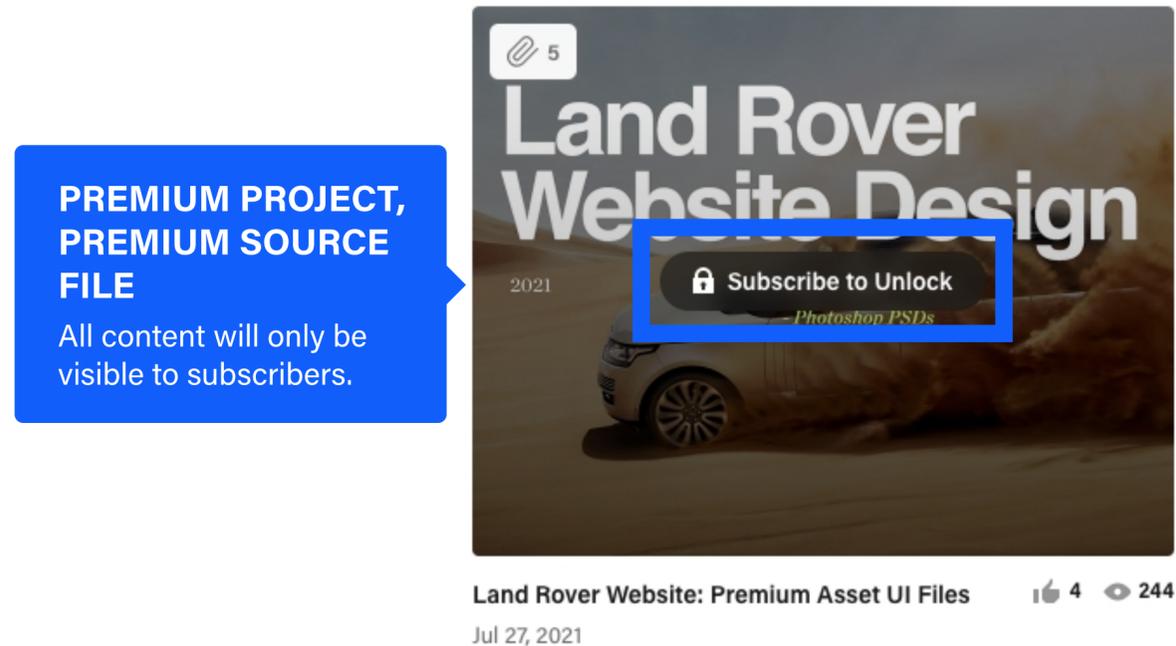
- 3 You can also make an existing project premium by editing it from the livestream cover dropdown on your profile



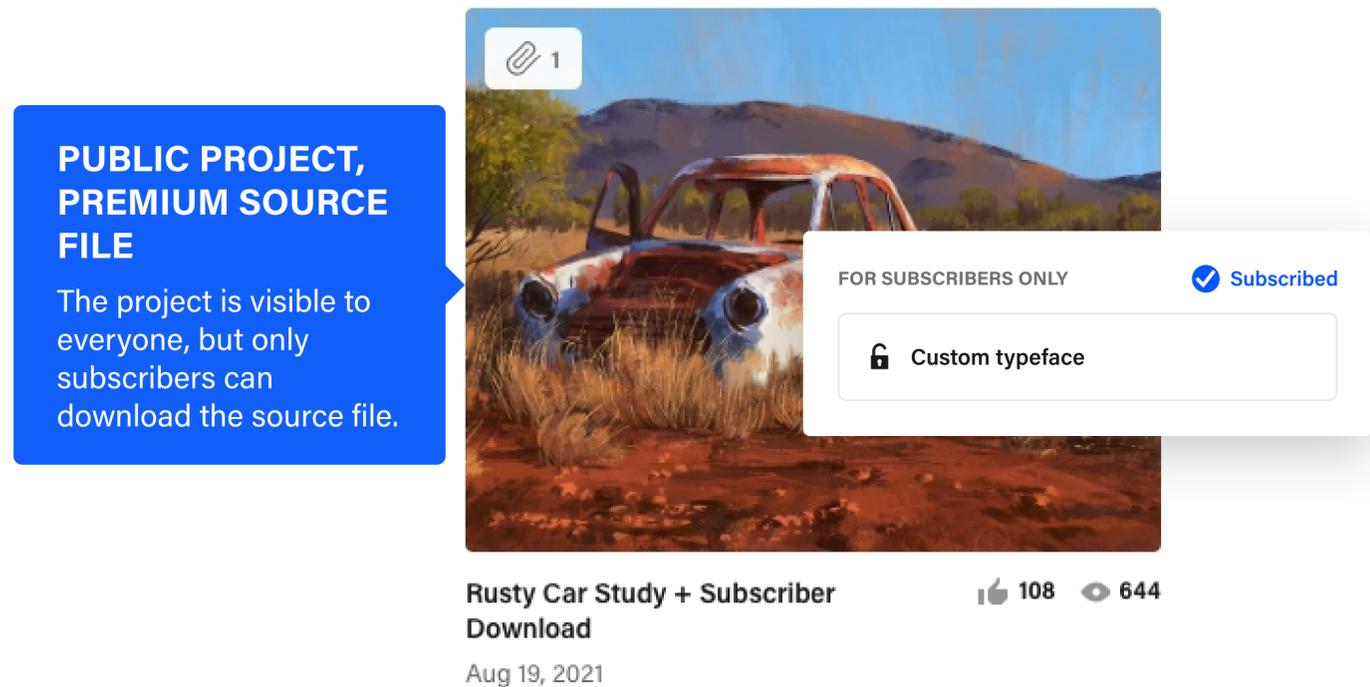
Everyday Working Hour: Designing a Vintage-Style Zine Cover in Illustrator and Photoshop

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' with several annotations. On the left, a list of comments from users like Mina Barsoo, Umer Nafay, and Md Sadiqul Islam Sady is visible. The main content area features a 'Subscribe' section with a 'NEW' badge, a description 'Support my work and access my premium content, which may include:', and a list of benefits: 'Source files', 'Premium livestreams', and 'Premium projects'. Below this is a 'SOURCE FILES' section for 'For Subscribers Only' containing a 'Layered Artwork PSD' file with a 'Subscribe' button. A blue callout box points to this section, 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, stating: 'SUBSCRIBE Clicking the subscribe button on these areas will bring up the subscription purchase popup'. The project title 'Rusty Car Study' is visible, along with engagement metrics (108 likes, 642 views, 8 comments) and a publish date of August 19th 2021. At the bottom, there are tags for 'background', 'car', 'digital painting', 'environment', 'Photo study', and 'Vehicle'. The footer includes '© All Rights Reserved' and a 'Report' button.

**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

SOURCE FILES  
For Subscribers Only

Layered Artwork PSD [Subscribe](#)

SOURCE FILES  
For Subscribers Only

Layered Artwork PSD [Subscribe](#)

# Premium Source Files in a Livestream

The image shows a Bechance livestream interface. At the top, the navigation bar includes 'Bechance', 'For You', 'Discover', 'Livestreams', and 'Jobs', along with a search bar and user profile icons. The main content area is a video player showing a Photoshop workspace. The workspace features a central canvas with a painting of a rusted, vintage car in a desert landscape. To the left of the canvas are the Photoshop toolbars and a color wheel. To the right is the Layers panel, showing a stack of layers. A blue box highlights the 'SOURCE FILES (1)' section in the sidebar, which contains a link to 'Glitch Brush Set 2 - Circle Brushes'. Below this, a blue callout box contains the text: 'SOURCE FILES Your attached source files will be visible on the livestream sidebar.' The video player shows a timer at 3:43:27 and a total duration of 4:04:24. At the bottom, the video title 'Painting Vehicles in Photoshop with Maddy Bellwoar' is visible, along with social media sharing icons.

Painting Vehicles in Photoshop with Maddy Bellwoar



**Maddy Bellwoar**  
Netherlands

Follow

Subscribe - \$5/month

SOURCE FILES (1)

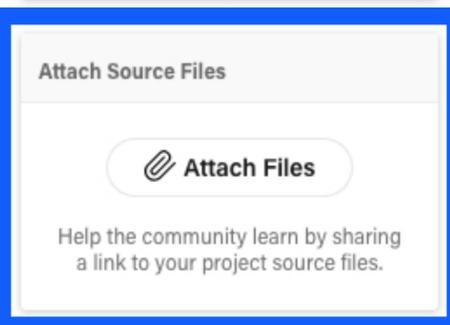
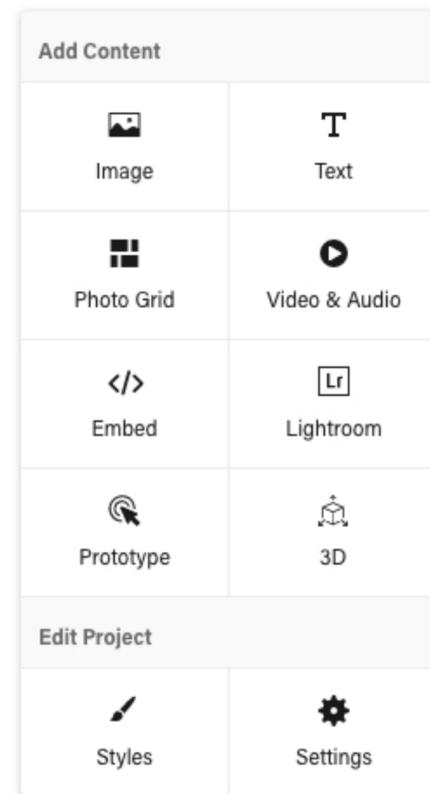
Glitch Brush Set 2 - Circle Brushes

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

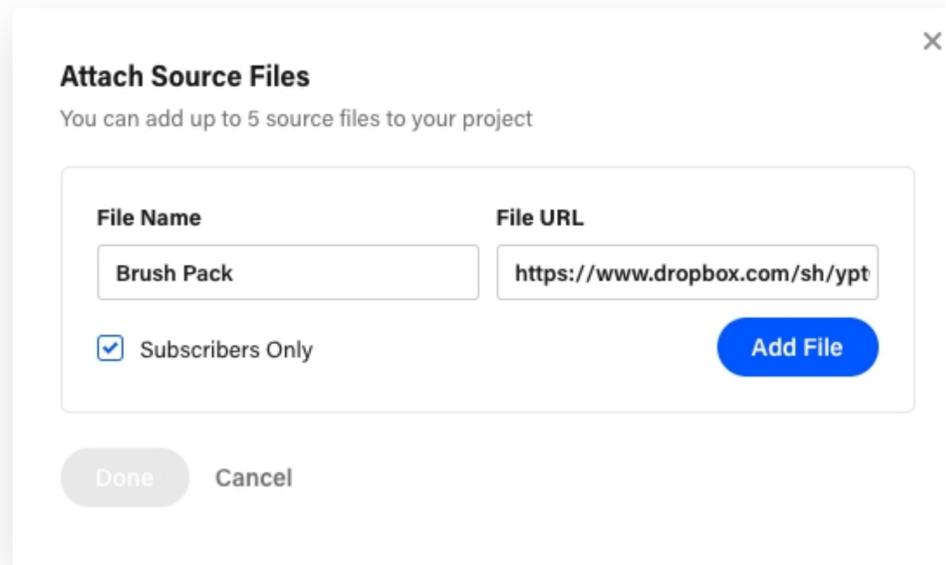
- 04:04:24 Painting Vehicles in Photoshop with Madd...
- 04:04:48 Virtual Plein Air Painting in Photoshop with...
- 03:57:34 Painting Environments at Dusk in Photoshop...
- 04:10:30 Painting City Environments in...
- 04:04:40 Sweet Still Life Painting in Photoshop with...
- 04:00:30 Gouache style Digital Painting in Photoshop...

# How to Attach a Premium Asset

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

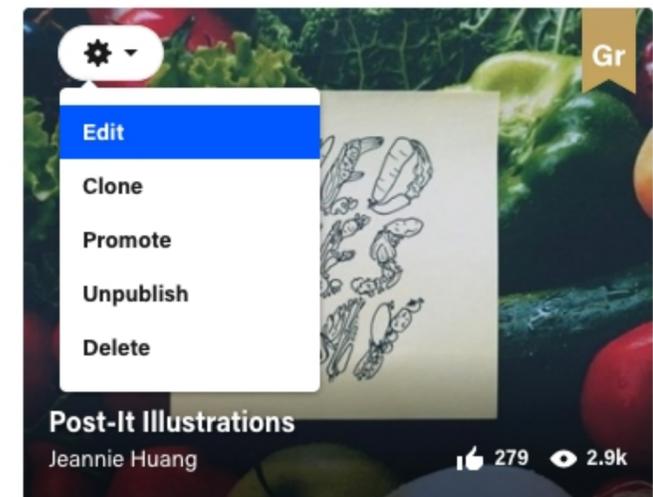


- 2 Mark attached files as "Subscribers Only"



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, showing a subscription price of '\$8 Per Month' and '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. Choose Project'. To the right of this section is a 'Premium Content' area with a video thumbnail titled 'Tech Startup Evolution Calendar 2018' and a project titled 'Sunday Landscape Study' with a duration of 58:48 and a timestamp of 11 hours ago. Below the project are two preview links: 'Preview - XD File' and 'Preview - Components'.

Behance For You Discover Livestreams Jobs Search...

BUREAU OBERHAEUSER

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

ABOUT

Bureau Oberhaeuser is a design bureau focused on Information- and Interface Design. The Bureau was founded in 2011 in Hamburg by

Work **Subscriber Area** Videos Moodboards Appreciations

Your Subscription

\$8 Per Month | 12 Active Subscribers

Subscription Overview

Describe your subscription in a project and pin it here. [Learn more](#)

Choose Project

Premium Content

3

TECH STARTUP EVOLUTION Calendar 2018

58:48

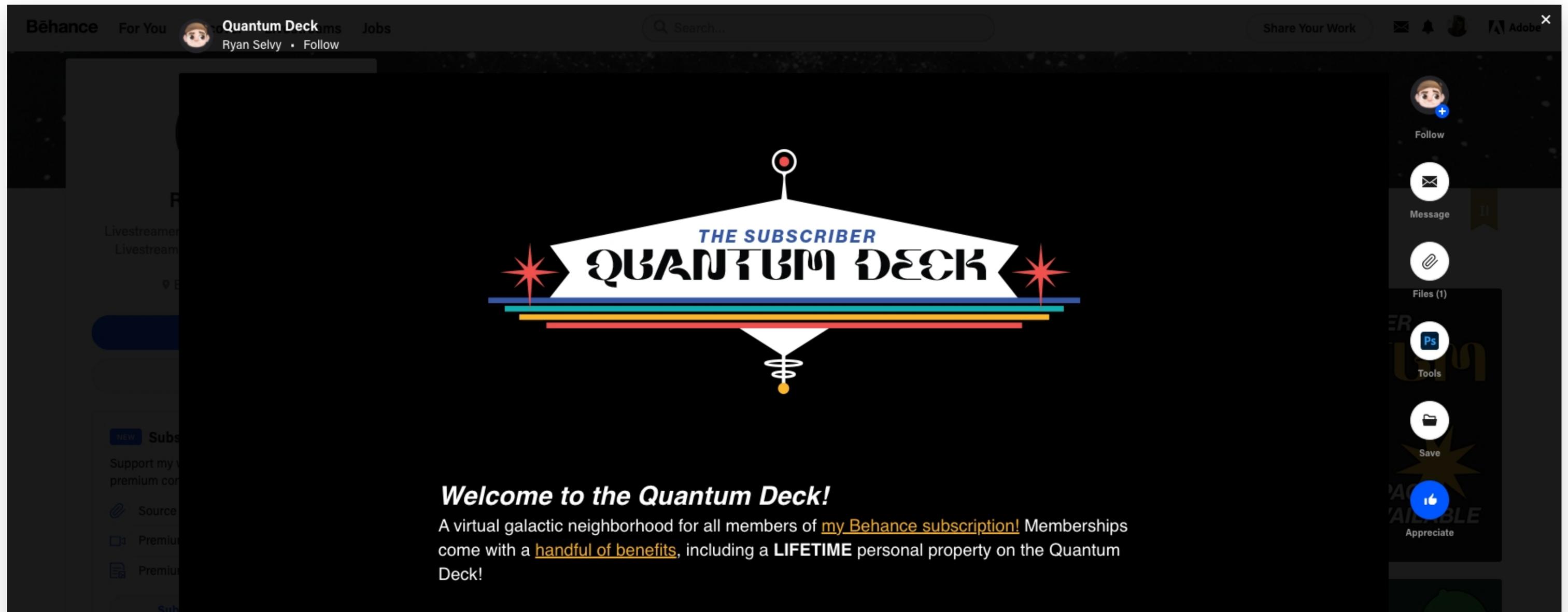
Sunday Landscape Study  
11 hours ago

Preview - XD File  
Preview - Components

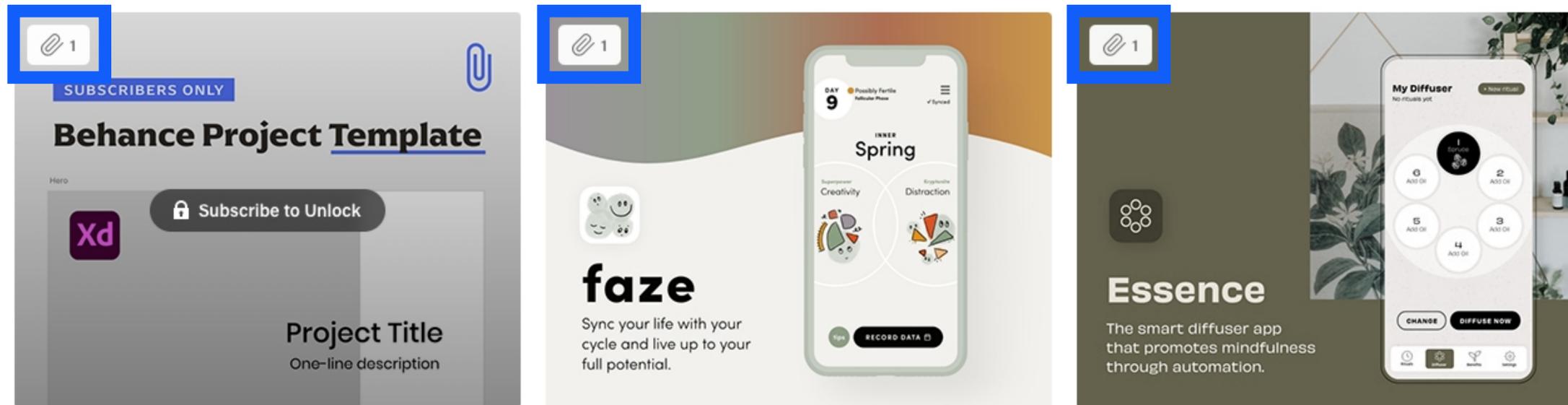
# Create a premium project welcoming subscribers

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.

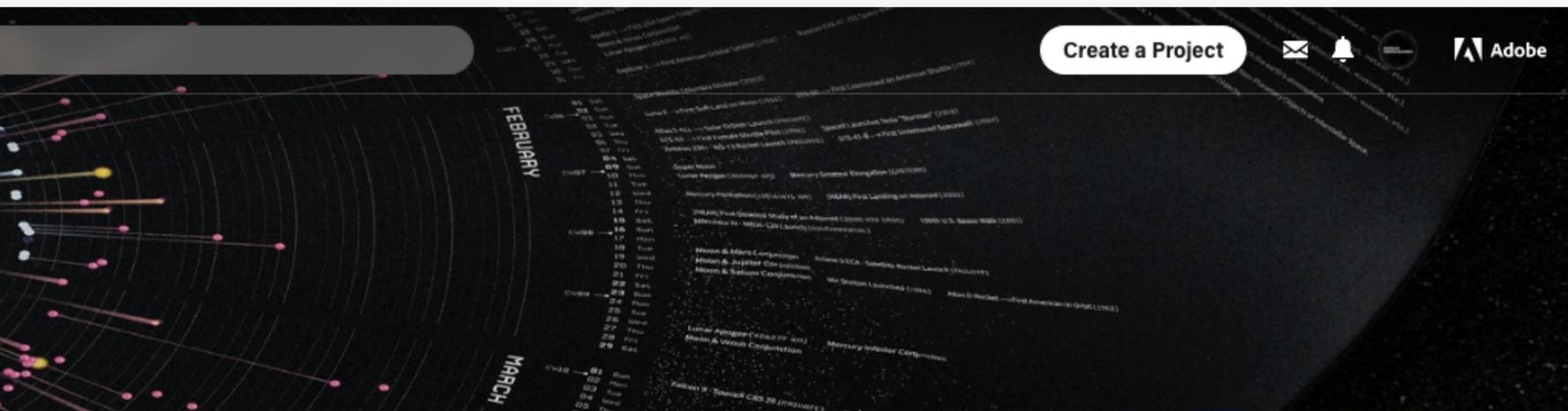


# Fill up your subscriber area if you're just getting started



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

TECH STARTUP EVOLUTION  
Calendar 2018

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

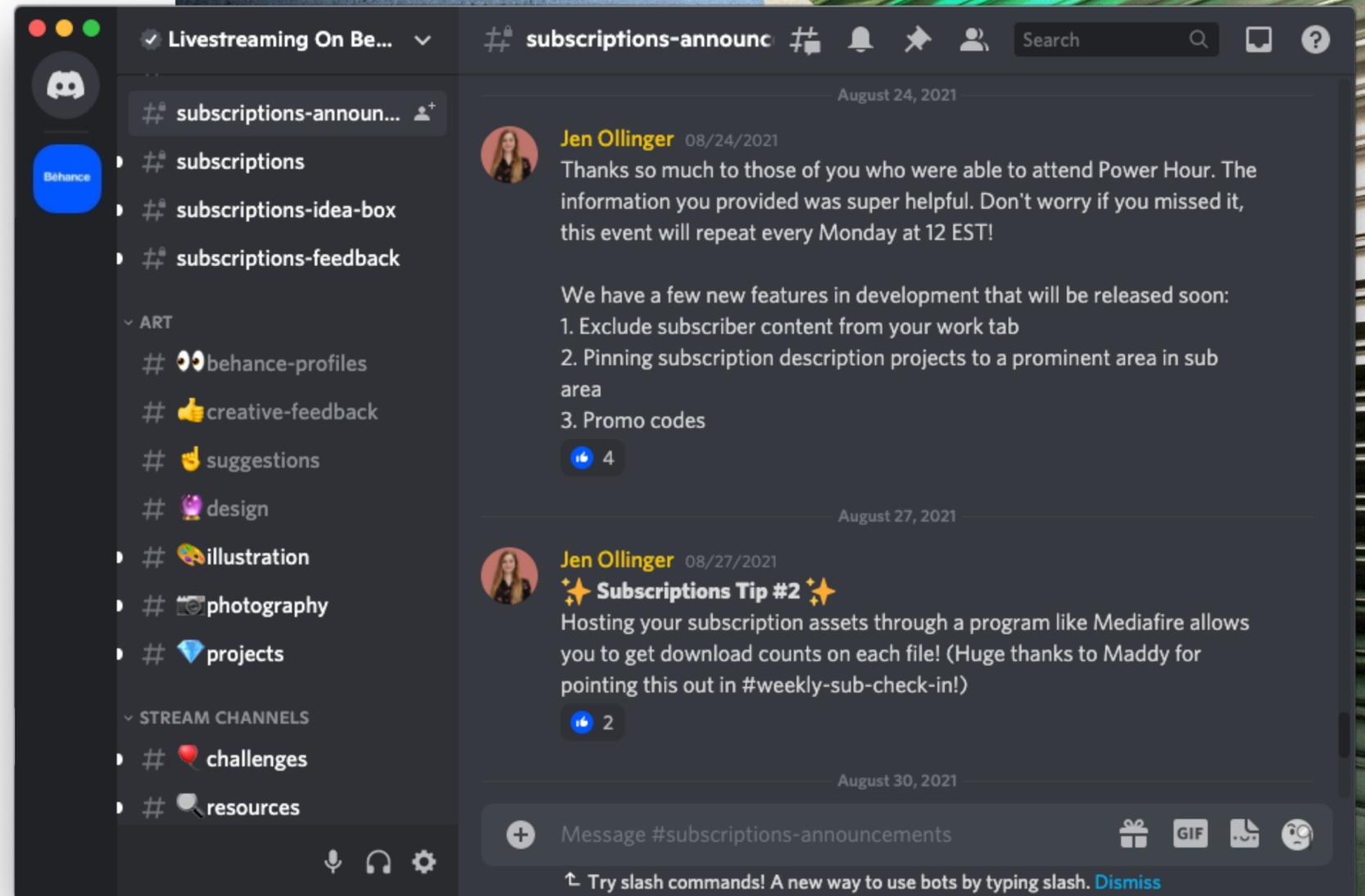
- 1 Create an announcement post to share on social media
- 2 Ask close friends to amplify your posts
- 3 Email a list of contacts and community to introduce your new offering
- 4 If you livestream, consider calling out your subscription regularly
- 5 Show sneak peeks of how your premium content might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

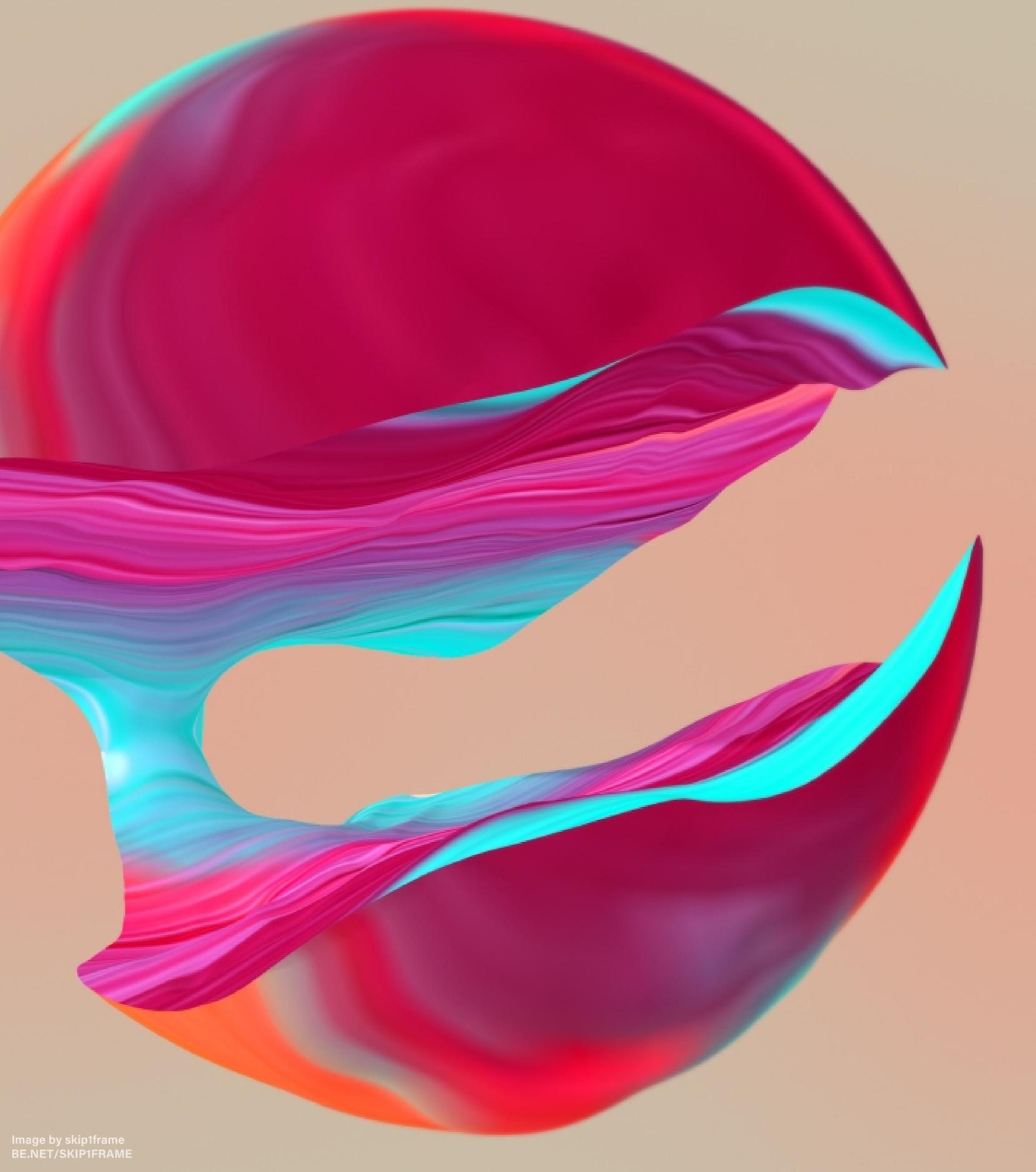
# Let's stay connected

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).