

# 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.

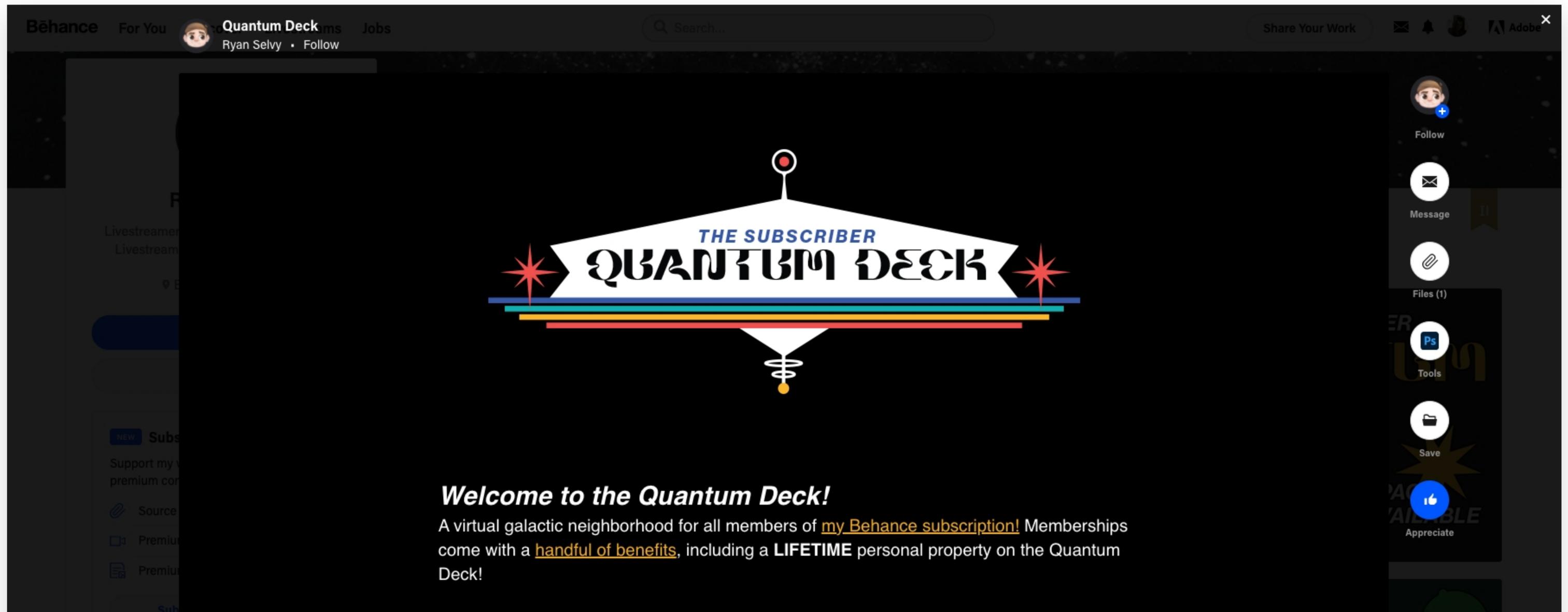
The screenshot shows the Behance profile for Bureau Oberhaeuser. The profile includes a circular logo with the text "BUREAU OBERHAEUSER". Below the logo, the name "Bureau Oberhaeuser" is displayed, followed by the title "Founder", the company name "Oberhaeuser GmbH", the website "www.oberhaeuser.info", 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 of the profile, 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 the subscription overview is a "Premium Content" section with a plus icon and a video thumbnail titled "Tech Startup Evolution Calendar 2018" with a duration of 58:48. Below the video is a project titled "Sunday Landscape Study" from 11 hours ago, with two preview buttons: "Preview - XD File" and "Preview - Components".

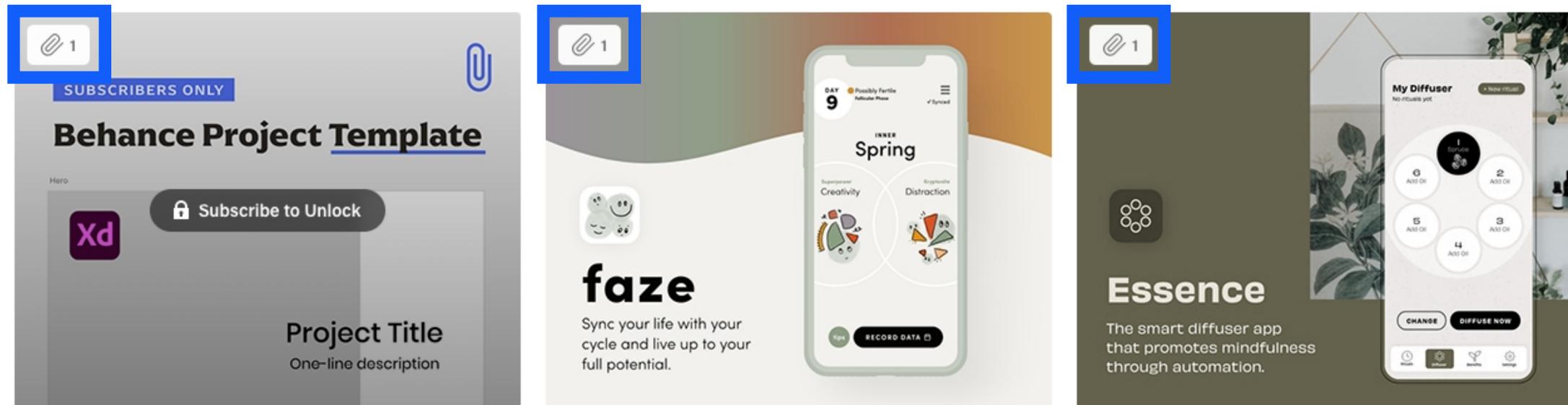
# Create a premium project welcoming subscribers

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

TECH STARTUP EVOLUTION Calendar 2018

58:48

Sunday Landscape Study  11 hours ago

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](#)

X

# 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

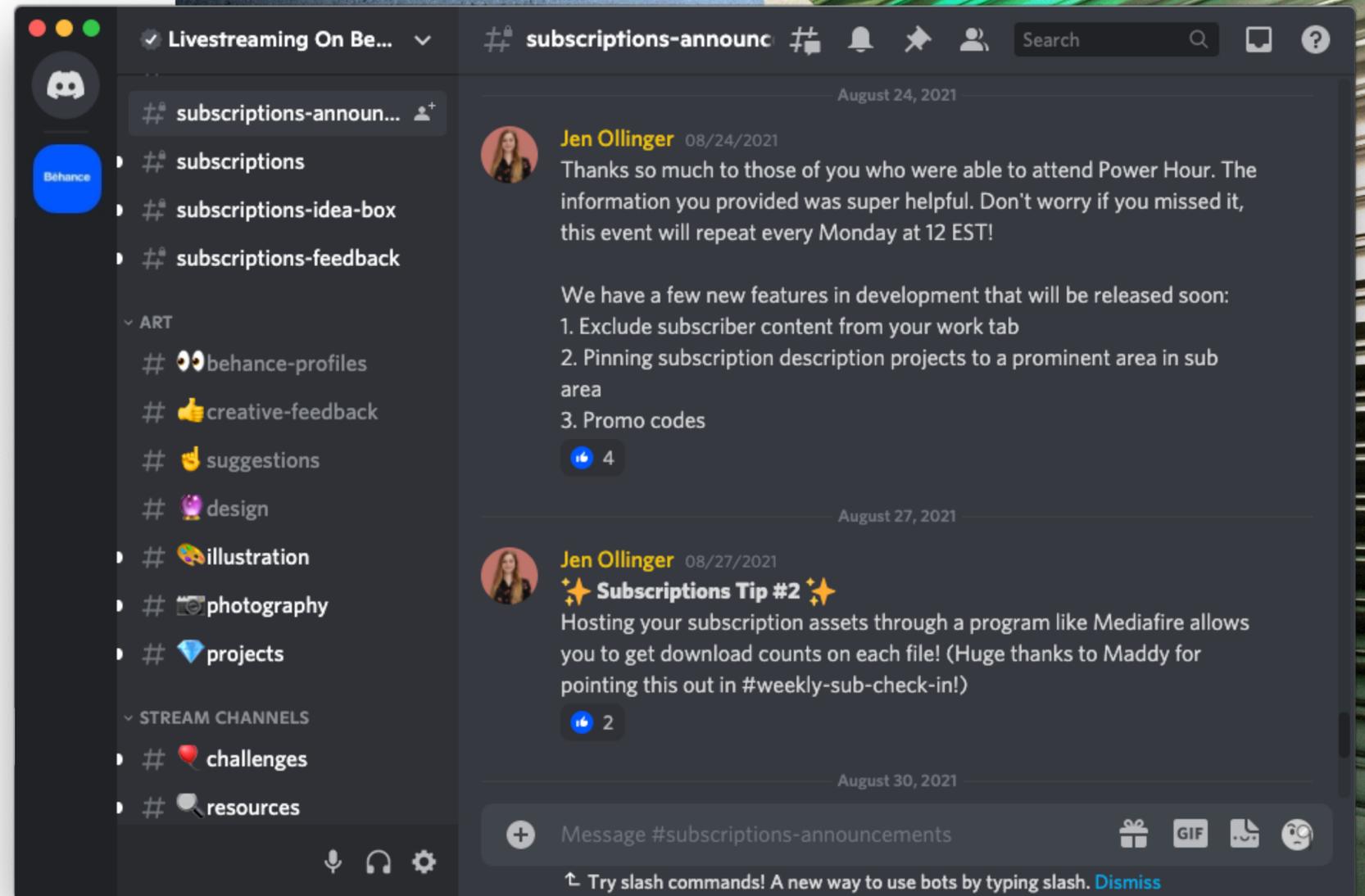
- 1 Create an announcement post to share on social media
- 2 Ask close friends to amplify your posts
- 3 Email a list of contacts and community to introduce your new offering
- 4 If you livestream, consider calling out your subscription regularly
- 5 Show sneak peeks of how your premium content might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

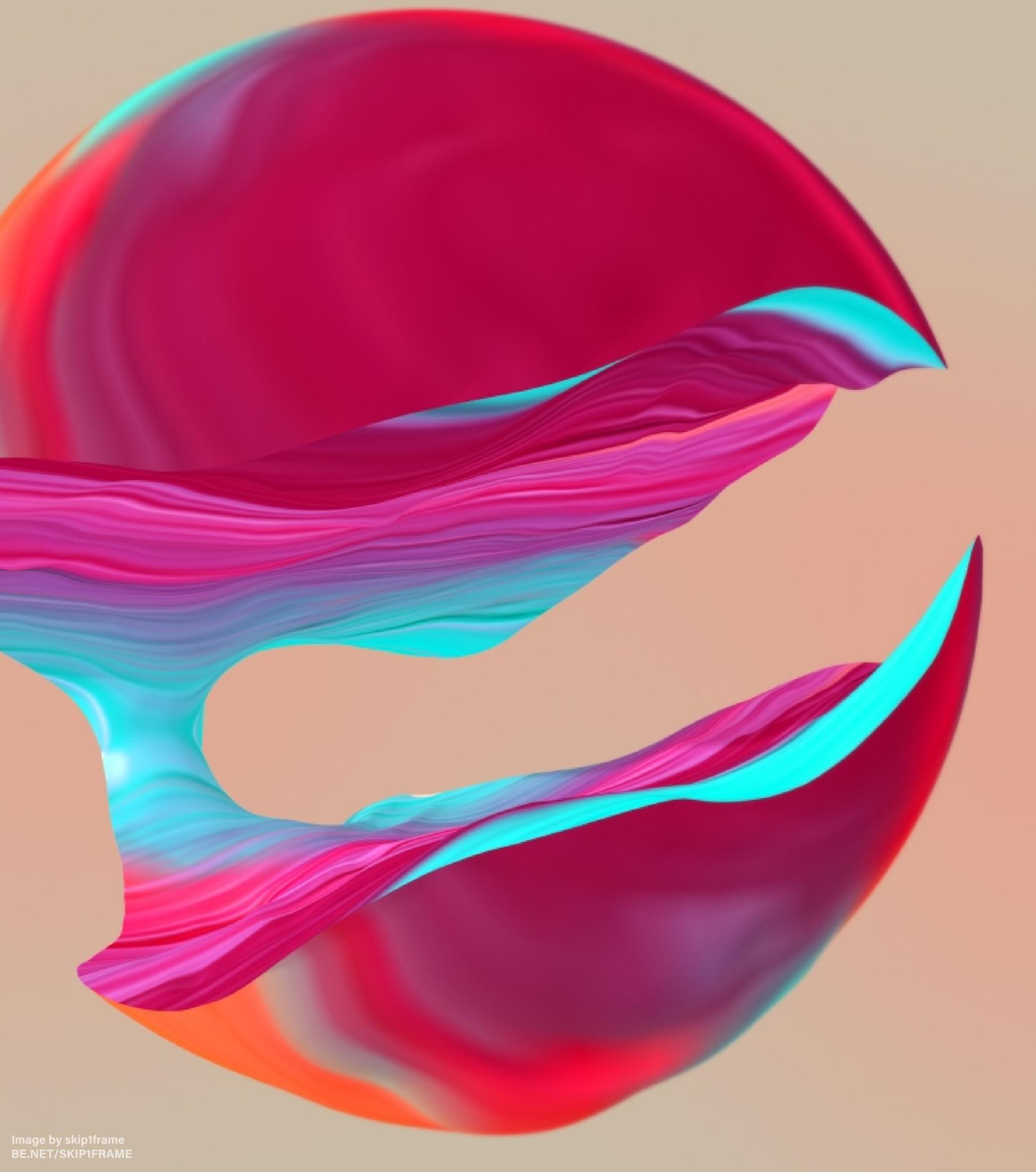
# Let's stay connected

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 @Lindsay Redmond#5884 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 [@Lindsay Redmond#5884](#) with feedback or questions.
- 2 If Discord isn't your thing, you can also email us at [lhanson@adobe.com](mailto:lhanson@adobe.com).
- 3 Our full FAQ is also always available at [help.behance.net](https://help.behance.net).