

Welcome to Subscriptions on Behance

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Setting Up Your Subscription

Adding Premium Content

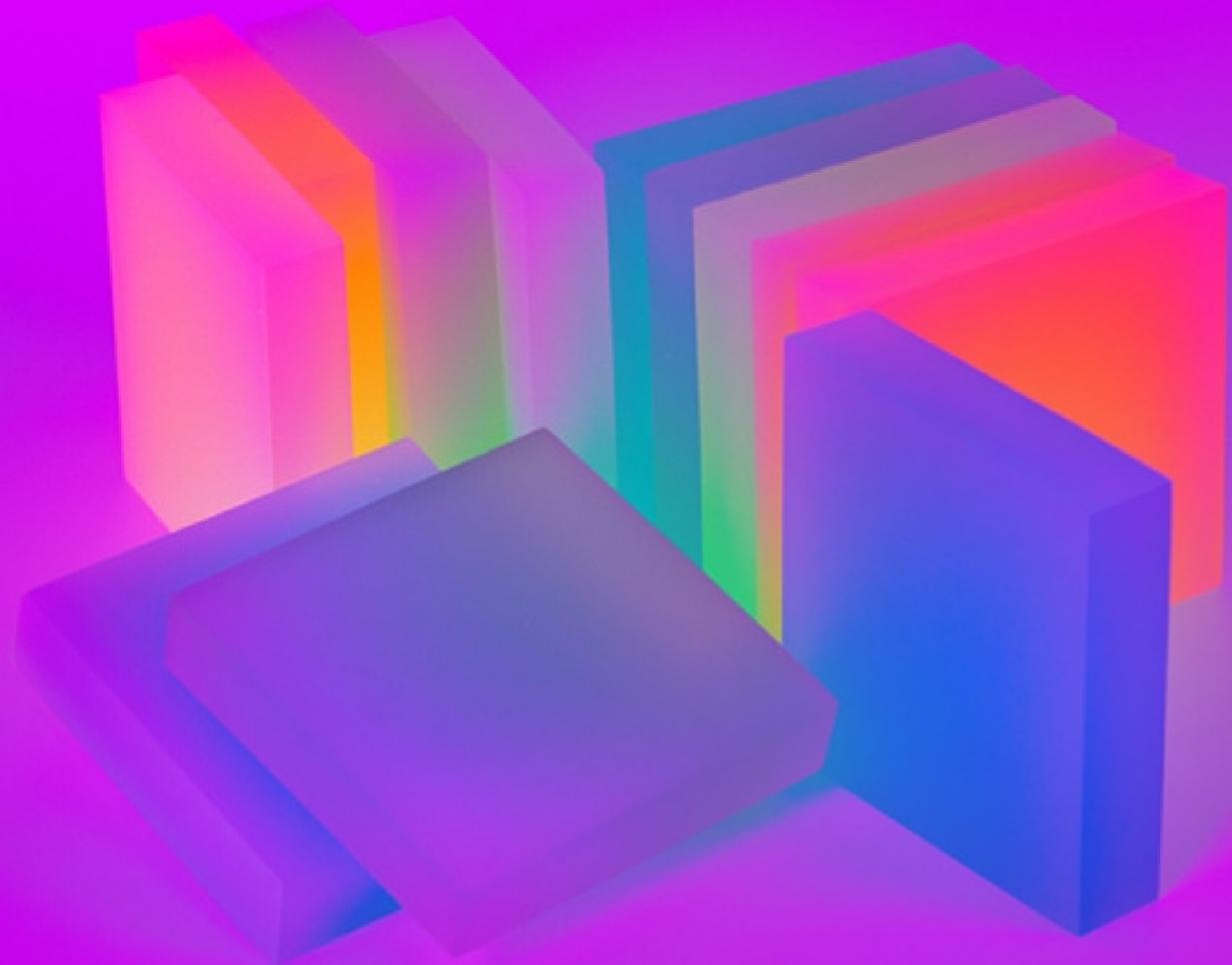
Best Practices

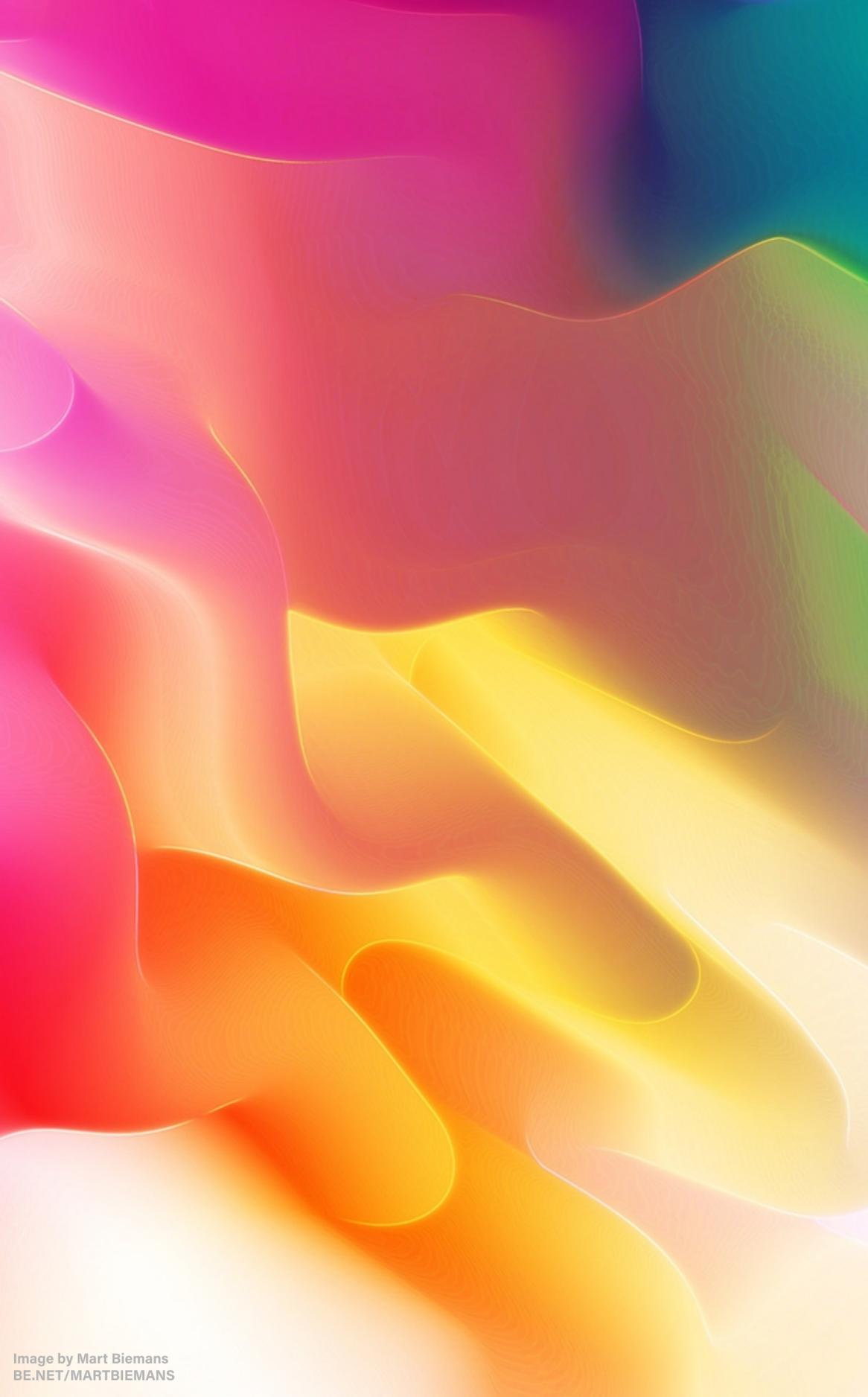
What are subscriptions on Behance?

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.

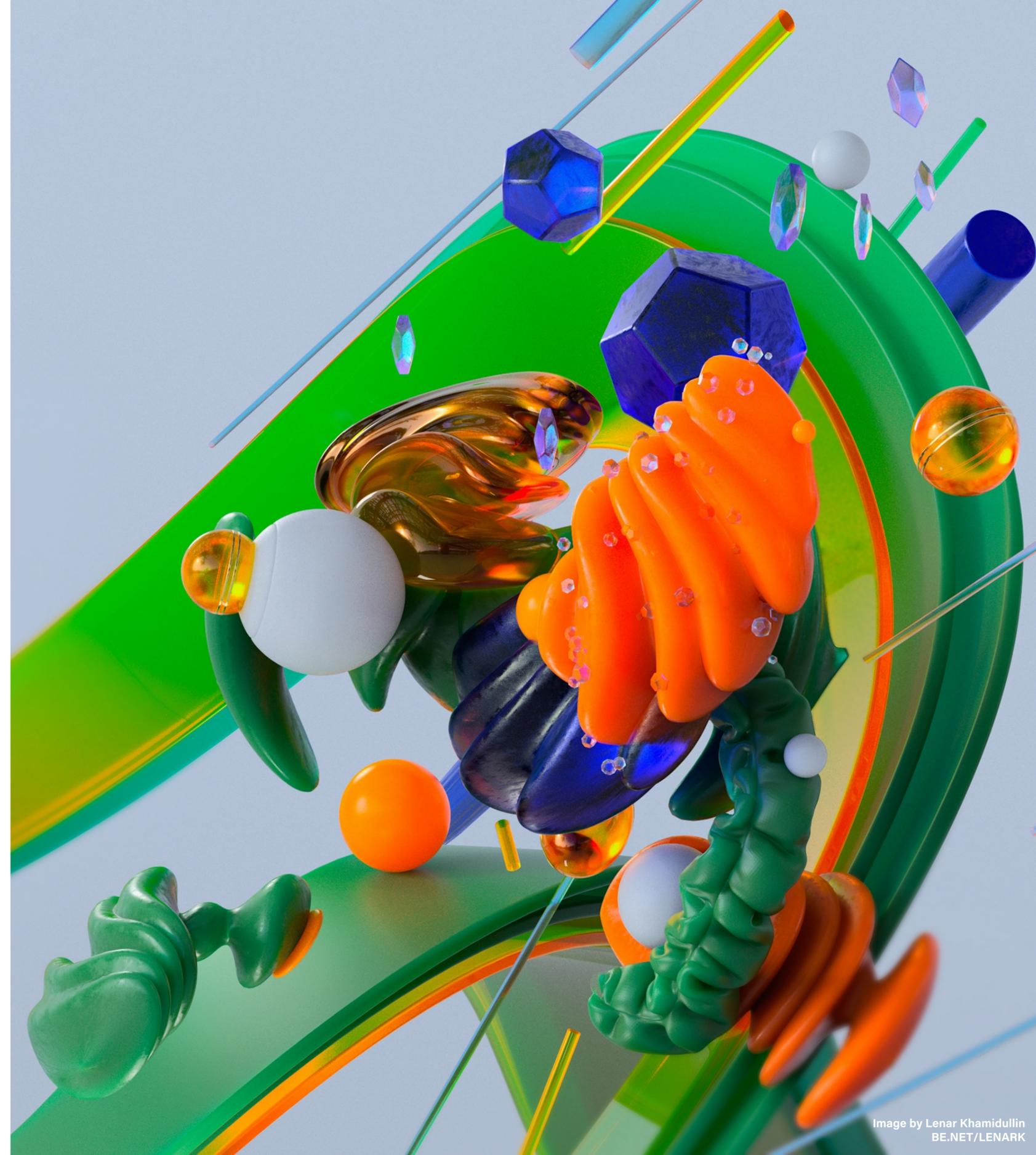
A few important details

- 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.

- 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** +

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

*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.

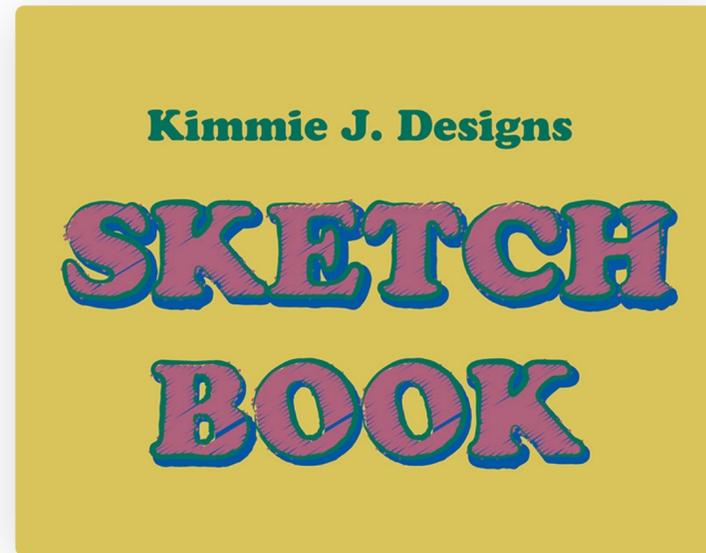
The screenshot shows a Behance profile for 'BUREAU OBERHAUSER'. The navigation bar includes 'Bēhance', 'For You', 'Discover', 'Livestreams', 'Jobs', a search bar, 'Create a Project', and the Adobe logo. The profile header shows the user's name and a 'Subscriber Area' tab. A blue callout box with the 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 name is 'Bureau Oberhaeuser', with the role 'Founder' and company 'Oberhaeuser GmbH'. The location is 'Hamburg, Germany'. There are buttons for 'Follow' and 'Hire Me'. The 'Subscriber Area' tab is highlighted, showing premium content like 'Tech Startup Evolution Calendar 2018', 'tackl - Football Prediction Game', and 'Sunday Landscape Study'. Each content item has a 'Subscribe to Unlock' button. The 'Profile Sidebar' shows a 'Subscribe' button for \$5/month and lists premium content types: Source files, Premium livestreams, and Premium projects. The profile also shows 'Project Views' (247,973) and 'Appreciations' (20,265).

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

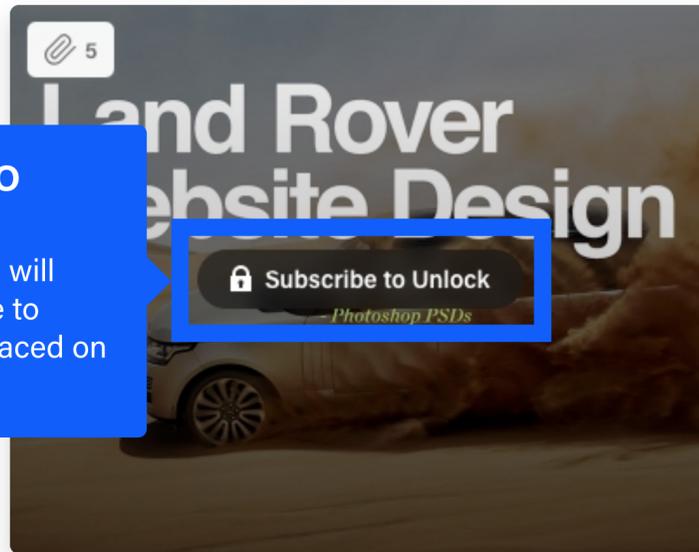
Subscriber-only content will have a "Subscribe to Unlock" button placed on top of them.

Premium Projects

1

SUBSCRIBE TO UNLOCK

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



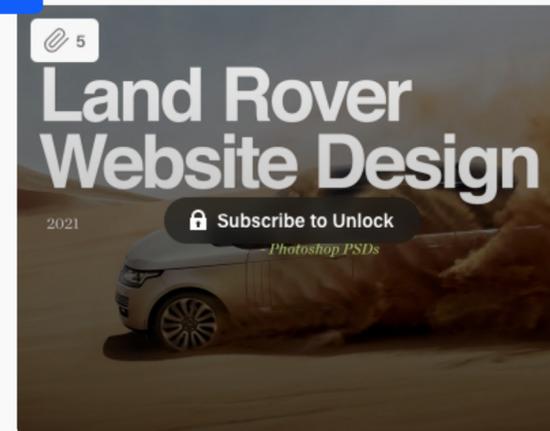
2

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 Behance project page for 'Land Rover Website Design' by Bureau Oberhaeuser. The project is locked, and a subscription popup is displayed. The popup has a dark background with the Bureau Oberhaeuser logo at the top. It features the text 'Subscribe to Bureau Oberhaeuser' and 'US\$5 per month'. Below this, there are two options: 'Source Files' and 'Premium Content'. A form for 'Your Name' and 'Card Number' (with fields for MM/YY, CVC, and ZIP) is present. A large 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.' A close button (X) is in the top right corner of the popup.

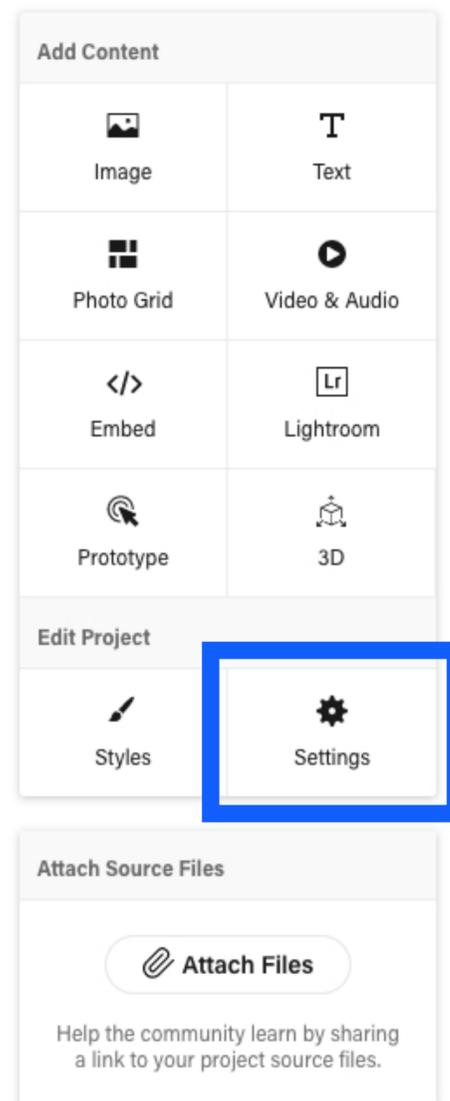
This is a premium replay
This content is only available to Bureau Oberhaeuser's subscribers.



How to Create a Premium Project

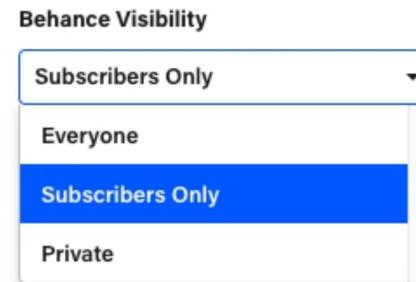
1

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



2

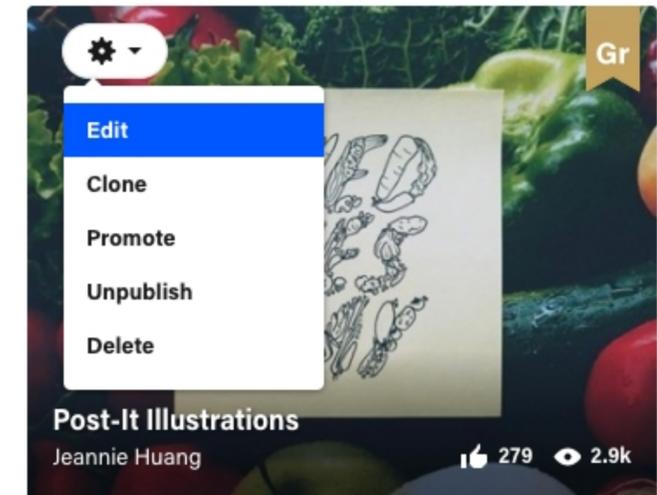
Select "Subscribers Only" in Behance Visibility



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 logo with the text 'BUREAU OBERHAEUSER', 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
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

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...

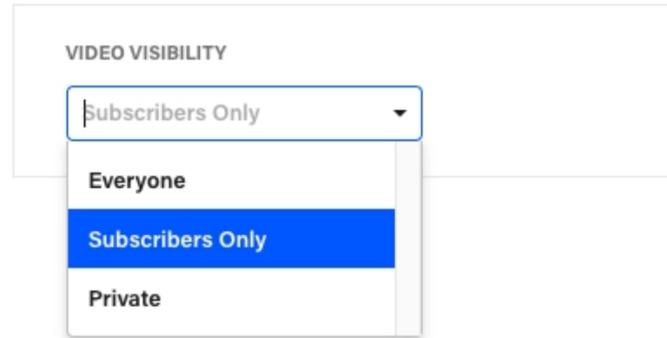
04:10:30 Painting City Environments in...

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

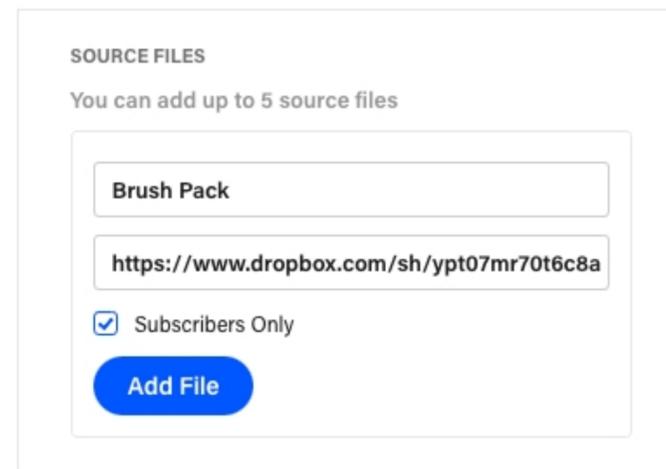
04:00:30 Gouache style Digital Painting in Photoshop...

How to Create a Premium Livestream

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

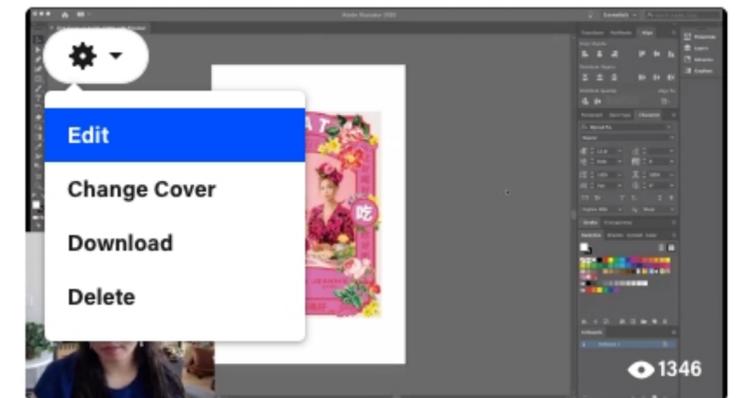


- 2 Attach source files to your livestream and mark them as "Subscribers Only"



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.

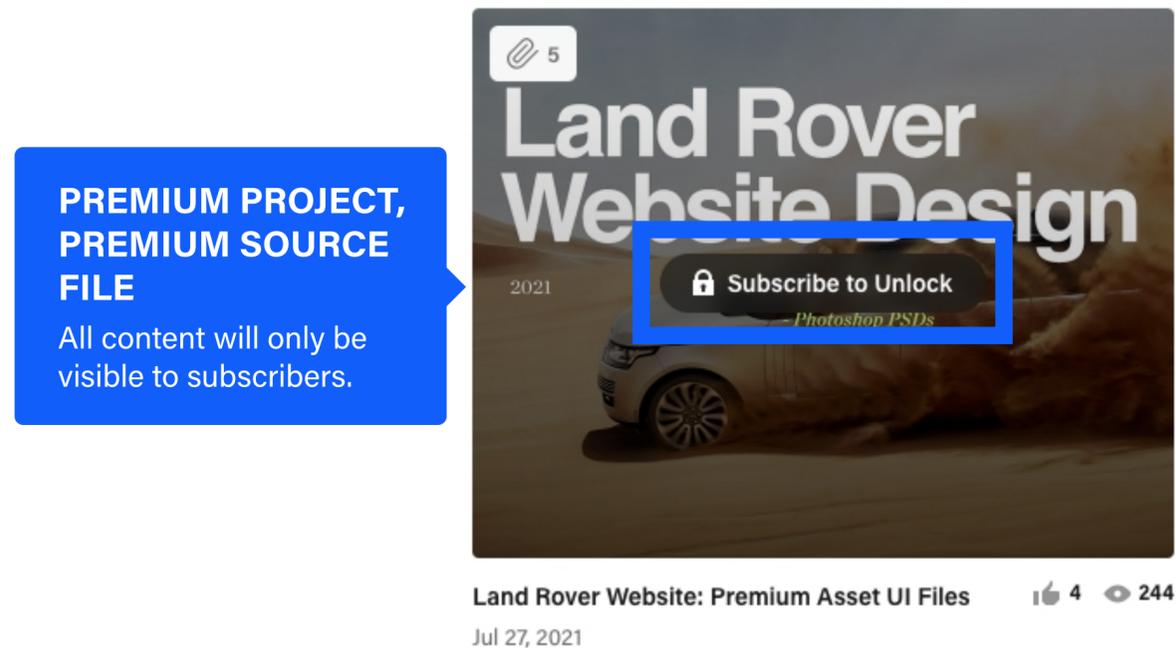
- 3 You can also make an existing project premium by editing it from the livestream cover dropdown on your profile



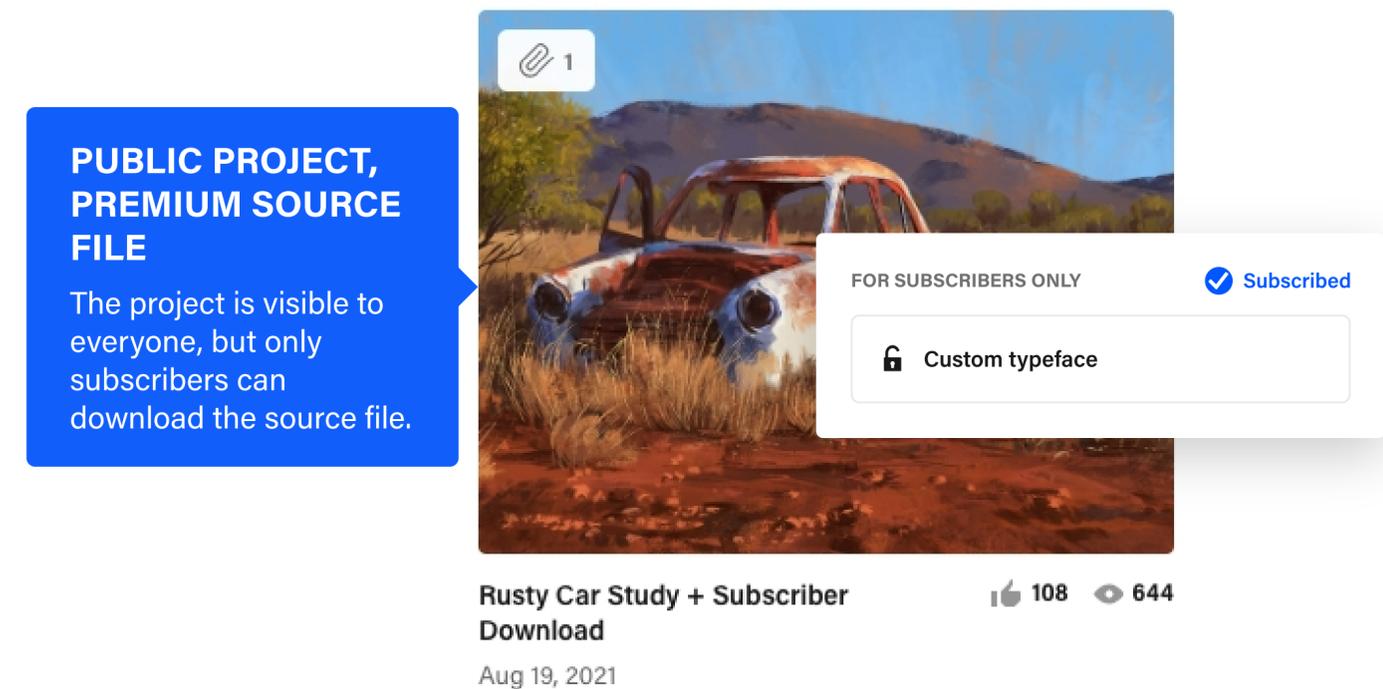
Everyday Working Hour: Designing a Vintage-Style Zine Cover in Illustrator and Photoshop

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

Subscribe
NEW
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](#)

Rusty Car Study
108 likes 642 views 8 comments
Published: August 19th 2021

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

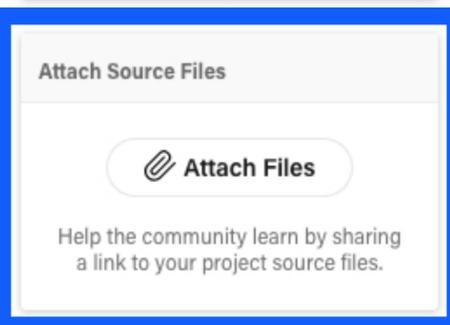
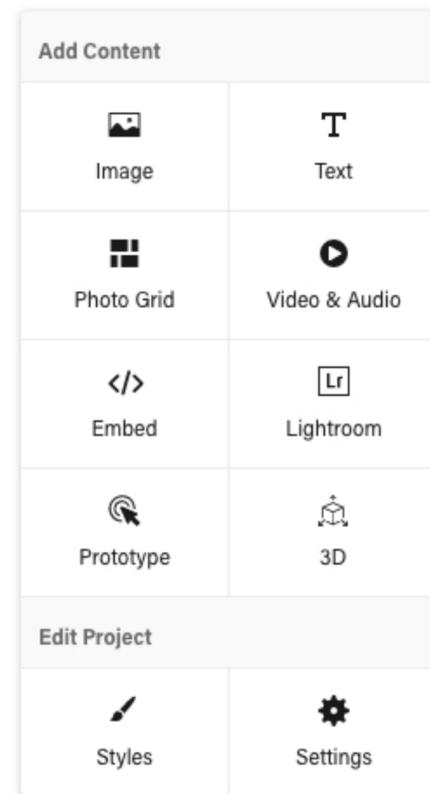
The image shows a YouTube livestream interface. At the top, the Behance logo and navigation links (For You, Discover, Livestreams, Jobs) are visible. A search bar is present. On the right, the streamer's profile for Maddy Bellwoar is shown, including a 'Follow' button and a 'Subscribe - \$5/month' button. The main content area displays a Photoshop interface with a painting of a rusted car in a desert landscape. The Photoshop layers panel is visible on the right, showing multiple layers. A blue box highlights the 'SOURCE FILES (1)' section in the sidebar, which contains a link to 'Glitch Brush Set 2 - Circle Brushes'. A blue callout box with white text reads: 'SOURCE FILES Your attached source files will be visible on the livestream sidebar.' Below the main video, a list of related videos is shown, including '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 controls at the bottom show a progress bar from 3:43:27 to 4:04:24.

Painting Vehicles in Photoshop with Maddy Bellwoar

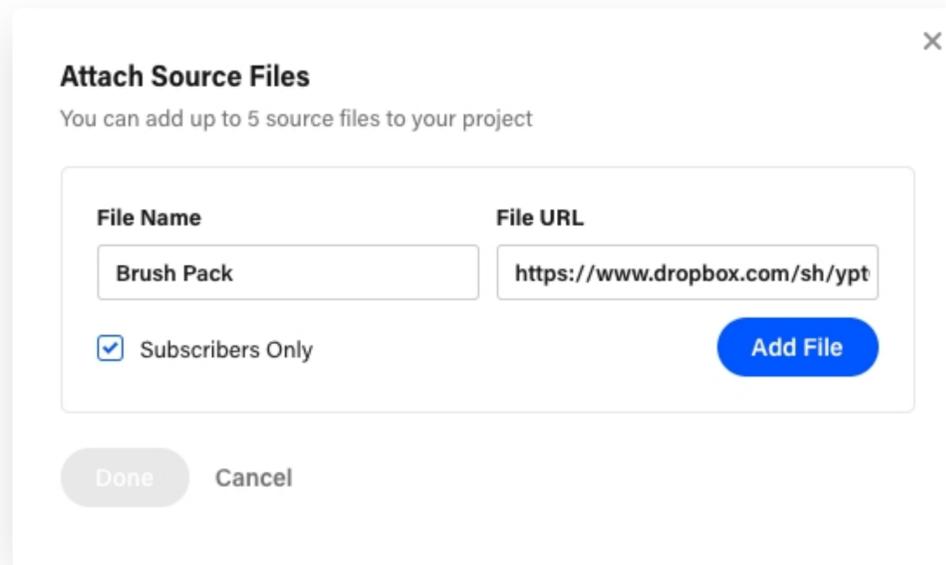


How to Attach a Premium Asset

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

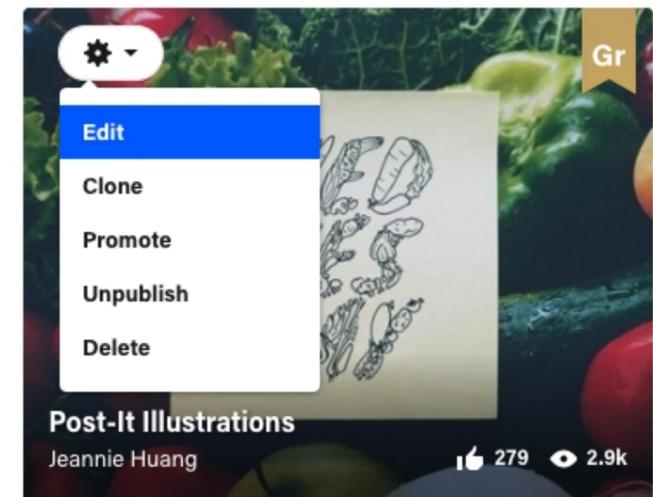


- 2 Mark attached files as "Subscribers Only"



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 with a blue border. 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. Choose Project'. To the right of the subscription area is a 'Premium Content' section with a plus icon and a video thumbnail for 'Sunday Landscape Study' (11 hours ago) with a duration of 58:48. Below the video are two preview items: 'Preview - XD File' and 'Preview - Components'.

Behance For You Discover Livestreams Jobs Search...

BUREAU OBERHAEUSER

Bureau Oberhaeuser
Founder
Oberhaeuser GmbH
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

58:48

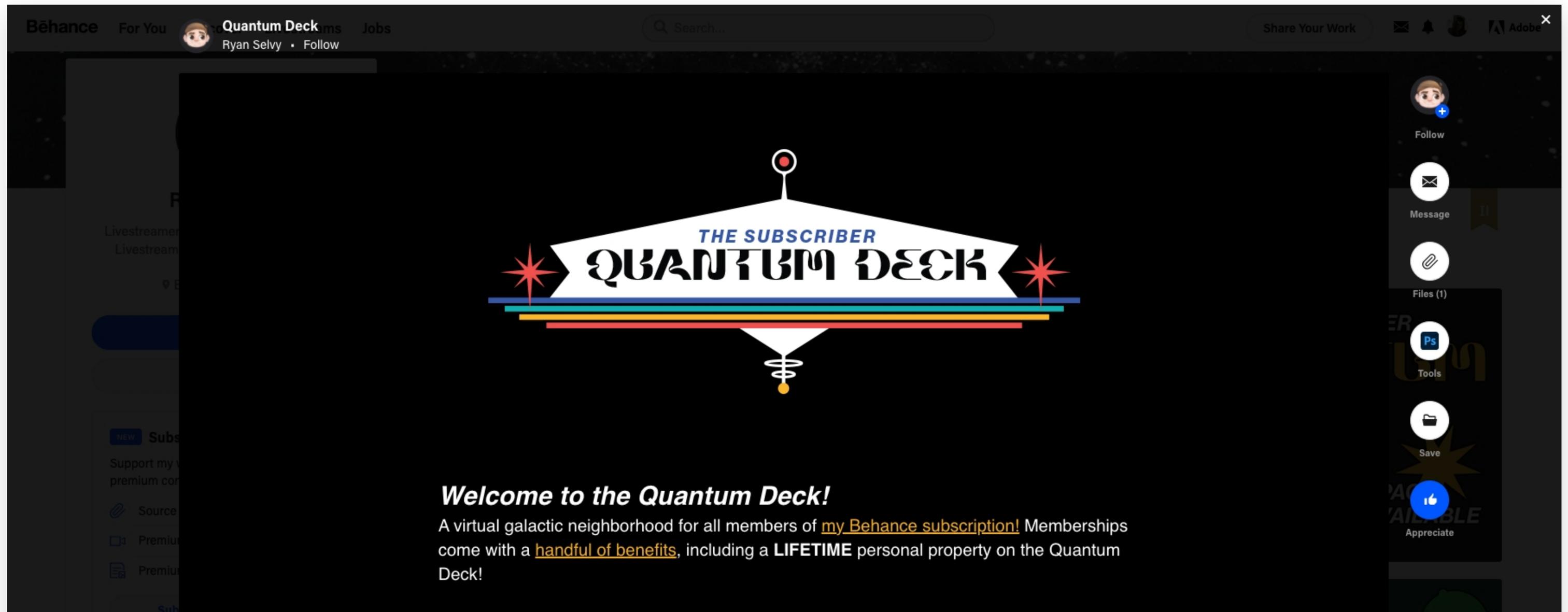
Sunday Landscape Study
11 hours ago

Preview - XD File
Preview - Components

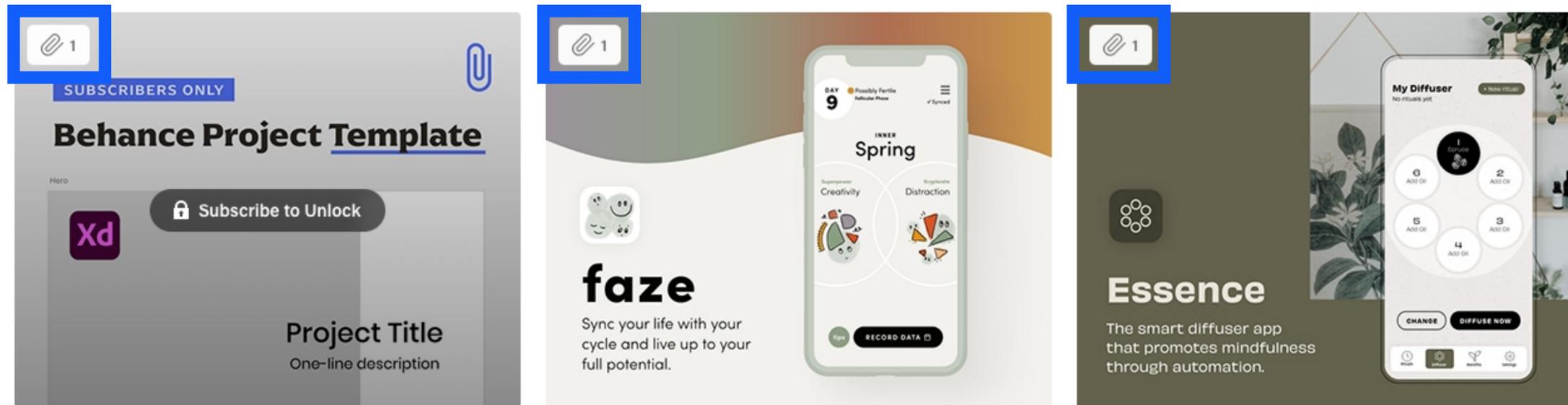
Create a premium project welcoming subscribers

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.

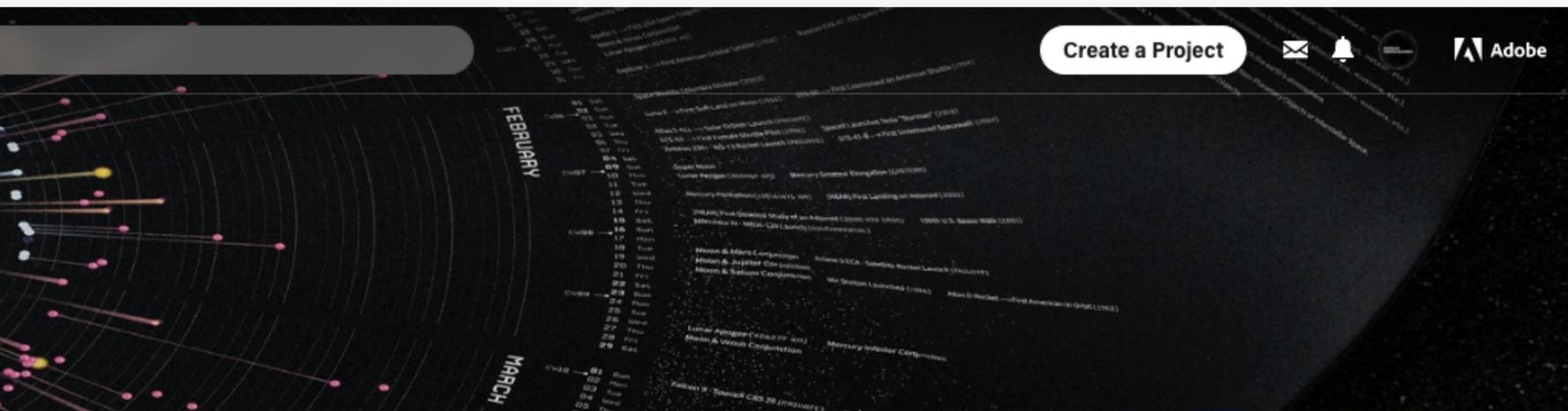


Fill up your subscriber area if you're just getting started



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)

Be 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

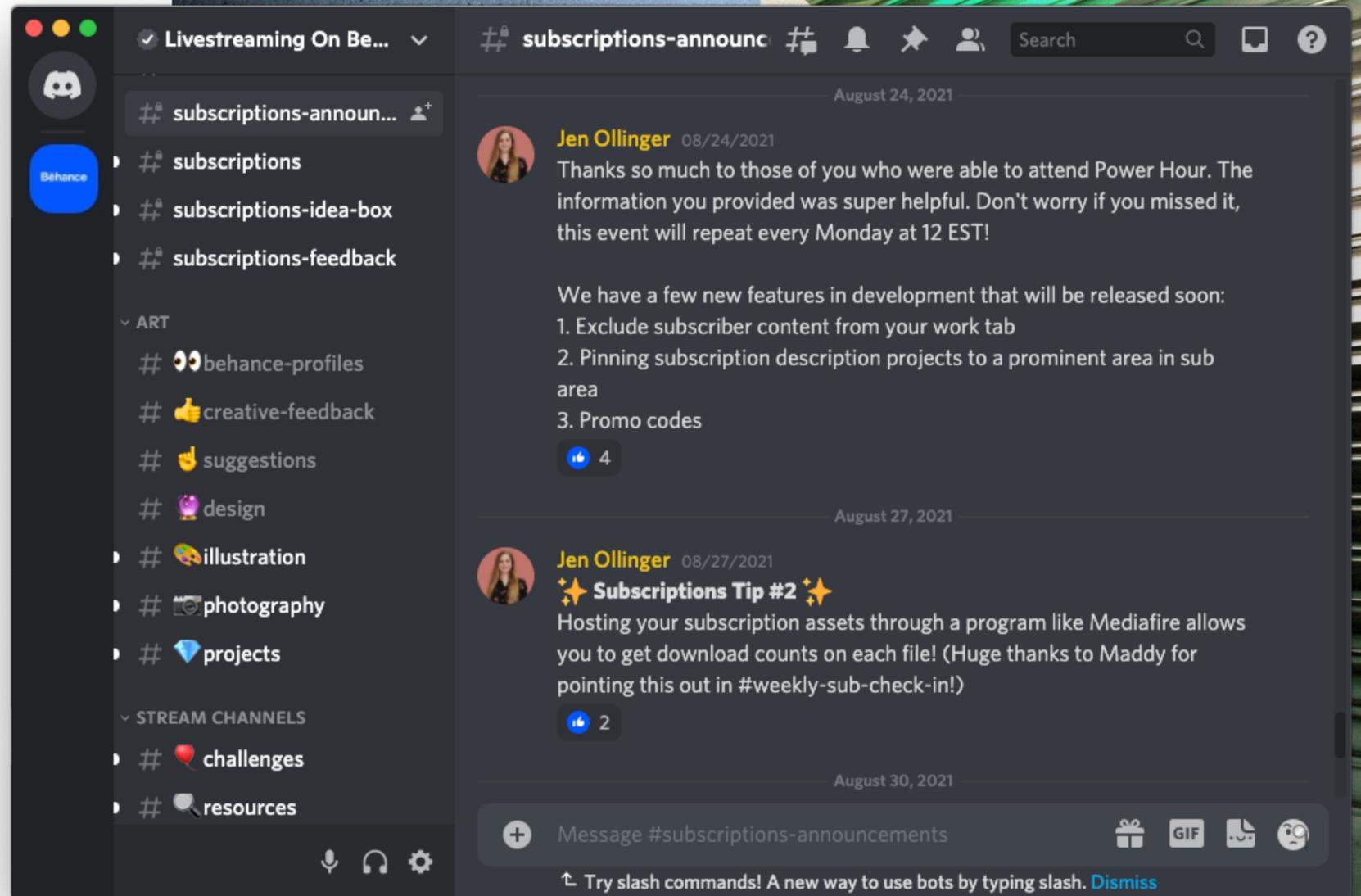
- 1 Create an announcement post to share on social media
- 2 Ask close friends to amplify your posts
- 3 Email a list of contacts and community to introduce your new offering
- 4 If you livestream, consider calling out your subscription regularly
- 5 Show sneak peeks of how your premium content might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

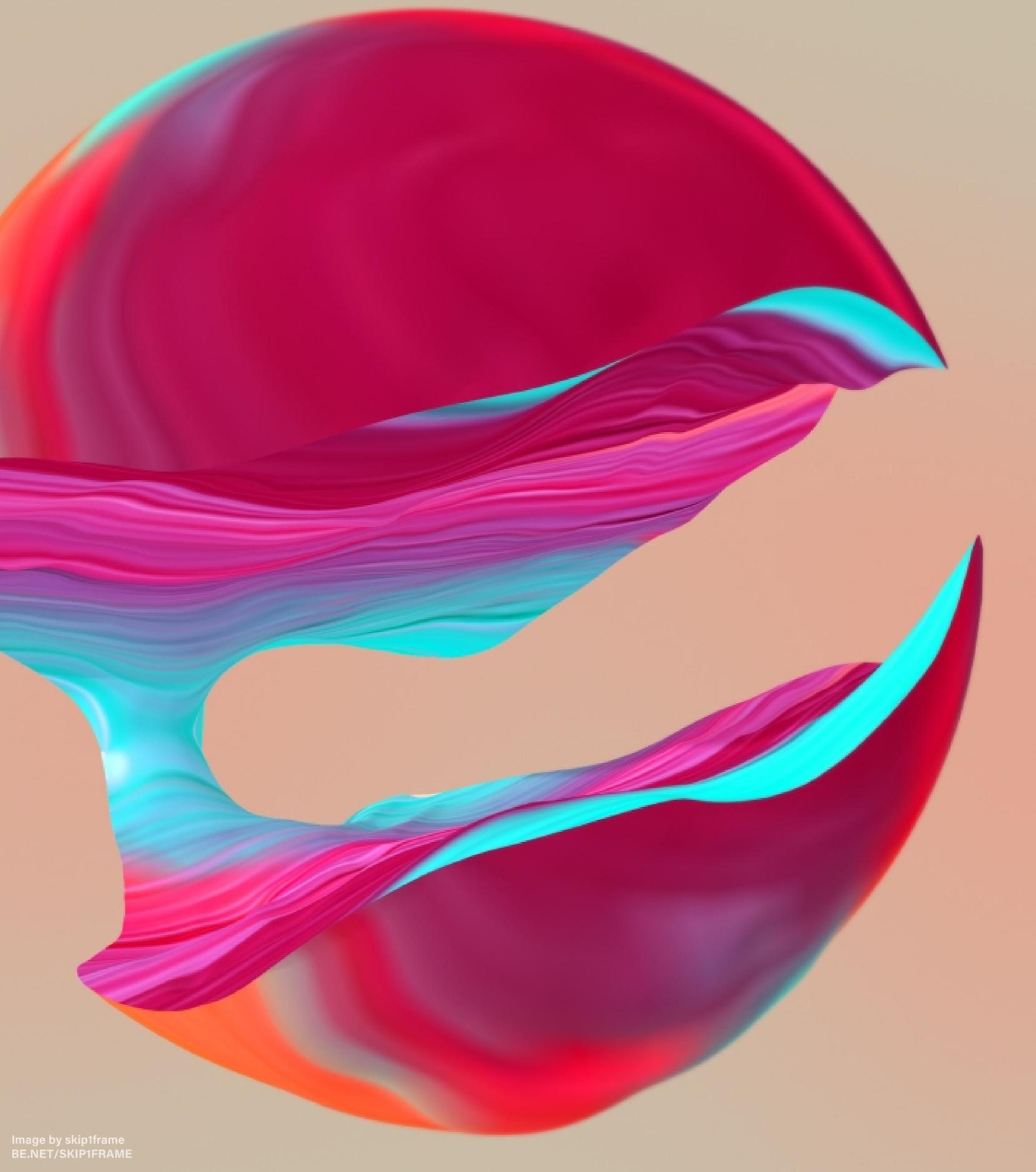
Let's stay connected

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 @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.
- 3 Our full FAQ is also always available at help.behance.net.