Diamond's Creator Playbook

Confident. Unfiltered. Untouchable.

A growth and money plan built around your personality, made to keep your accounts safe and you in control.

> **The strategy in one line:** use TikTok and Instagram to get *discovered* with bold, flirty, platform-safe content. Send your biggest fans to platforms built for adult content, where you *get paid*. Your personality is the product. Your body is never the whole pitch.

1. Your brand: "Diamond"

Bio options (pick one, tweak it)

- Rare. Expensive. Unbothered. Dating stories + hot takes daily
- Your favorite bad influence. Storytimes, red flags & confidence
- Diamond. Saying what everyone's thinking. Link for more

Handle ideas

@itsdiamond · @diamond.unfiltered · @yourfavdiamond · @diamondafterhours · @thediamondfiles. Use the **same handle everywhere**.

Brand look

- Signature colors: black, hot pink, silver/diamond sparkle. Use them in outfits, ring light colors, text overlays and thumbnails.
- A signature line to end videos with, like "Stay rare." People repeat catchphrases, and that's how a brand spreads.
- Consistent framing: same spot, same lighting, so people recognize you mid-scroll.

2. Where to post (and the rules for each)

Platform	Its job	What's allowed
TikTok / Instagram Reels / YouTube Shorts	Discovery: millions of new eyes	Flirty, confident, fitted outfits, spicy *talk*. **No** nudity, sexual acts, or mentioning/linking adult sites.
X (Twitter)	Promotion + teasers	Adult content allowed when the account is marked sensitive. Good for previews and direct links.
Reddit	Biggest free traffic source for adult creators	Post in NSFW communities that match your look. Read each community's rules first. Many require verification.
OnlyFans / Fansly	Where the money is	Subscriptions, pay-per-view messages, tips, custom requests. ID and age verification required.

Account-saving rule: never write "OnlyFans", "OF", "spicy link" or "18+ content" on TikTok or IG, and don't put an adult link straight in your bio. Use a link page (Beacons, AllMyLinks or Linktree) with a sensitive-content or age warning, and link to *that*.

3. Your content pillars

Pillar	What it looks like
Storytime	"The worst date I've ever been on…" Spicy, funny, real stories told with attitude. This is your strongest format.
Hot takes / red flags	"Ladies, if he does THIS, run." Bold opinions that get people arguing in the comments (comments = reach).
Get ready with me	Going-out fits, makeup and confidence while you talk. Easy to film, high watch time.
Confidence & body positivity	Owning who you are, clapping back at haters, self-love with an edge.
Ask Diamond	Answer follower questions on dating, sex-positivity and confidence. Keep it frank but not explicit on TikTok/IG.

4. Hooks that stop the scroll

- "I'm about to get banned for saying this, but…"
- "Men will literally ___ instead of ___"
- "Rating your red flags as a professional bad influence"
- "Storytime: why I'll never date a ___ again"
- "Things I'd never do for a man (and a few I would)"
- "Get ready with me for a date I already know is going to be a disaster"
- "Unpopular opinion: ___"
- "POV: you finally stopped caring what people think"
- "Reply to @___: no, I'm not sorry"
- "Rare. Expensive. Unbothered. Here's how."

5. Your first 30 days

Post 1–2 per day. Film 7–10 in one session each week and schedule them. Repost each video on TikTok, Reels and Shorts.

Day	Pillar	Video idea
1	Storytime	Worst first date ever
2	Hot take	5 red flags I ignore (on purpose)
3	GRWM	GRWM for a first date
4	Confidence	Stopped apologizing for who I am
5	Ask Diamond	Should I text him back?
6	Storytime	The ex who tried to come back
7	Hot take	Weekly: go LIVE / reply-to-comment video + review stats
8	GRWM	Going-out fit check
9	Confidence	Clap back at a hate comment
10	Ask Diamond	How to stop caring what people think
11	Storytime	A DM that had me screaming
12	Hot take	Men who say 'I'm not like other guys'
13	GRWM	GRWM while I spill tea
14	Confidence	Weekly: go LIVE / reply-to-comment video + review stats
15	Ask Diamond	Is it a red flag if…
16	Storytime	Date that went TOO well
17	Hot take	Situationships are a scam
18	GRWM	Night-out makeup in 60 seconds
19	Confidence	Self-love isn't soft
20	Ask Diamond	Answering your spiciest (safe) questions
21	Storytime	Weekly: go LIVE / reply-to-comment video + review stats
22	Hot take	Hot take: being 'too much' is a flex
23	GRWM	Outfit for a date I don't care about
24	Confidence	My confidence routine
25	Ask Diamond	How to know your worth
26	Storytime	The guy who lied about everything

Day	Pillar	Video idea
27	Hot take	Dating app bios decoded
28	GRWM	Weekly: go LIVE / reply-to-comment video + review stats
29	Confidence	Respond to 'you're too much'
30	Ask Diamond	Rapid-fire Q&A;

6. How the money works

Stage	Income
From day 1	Affiliate links for products you already use: outfits, lingerie *brands* (as fashion), makeup, ring lights. TikTok Shop and Amazon both work.
~2–5k followers	Open your paid page. Start a **free page** (to build a list) *or* a low-priced paid page, and earn mainly from pay-per-view messages and tips.
10k+	Brand deals from fashion, beauty, dating-app and nightlife brands that like bold creators. Custom content requests at your own prices.
Ongoing	Grow X and Reddit alongside TikTok/IG. Those are what actually send buyers to your paid page.

Paid-page tips

- Your messages make more than your subscriptions. Reply personally (or on a schedule) and send pay-per-view sets.
- Post on the paid page on a schedule so subscribers renew.
- Run a 'welcome' message with a discounted pay-per-view for every new subscriber.
- Never let fans negotiate your boundaries or your prices. You set both.

7. Safety & privacy: non-negotiable

- **Separate everything:** stage name only, a new email and Google Voice number, and no link to your real name, family or job accounts.
- **Never show where you live:** no windows with views, house numbers, car plates, local landmarks or real-time location. Post places *after* you leave.
- **Scrub photo metadata** before uploading (screenshots or editing apps remove location data).
- **Block your area:** paid platforms let you geo-block states and countries. Block yours so local people don't find you.
- **Watermark** everything with @yourhandle. Use a DMCA takedown service if your content gets leaked.
- **Don't meet fans.** Ever. Don't share personal details in DMs, even with your 'favorite' fan.
- **Decide your boundaries now**, write them down, and don't let money or pressure move them later.

8. Treat it like a business

- Set aside **25–30% of everything** you earn for taxes. It's self-employment income and you'll get a 1099.
- Keep a simple spreadsheet of income and expenses. Outfits, lighting, phone and editing apps can count as business costs (ask a tax pro).
- Get paid into a separate bank account just for this.

Your first 7 days

- Pick your handle and bio, and lock the same handle on TikTok, IG, X and Reddit.
- Set up a new email + phone number for the Diamond persona.
- Make a link page with a sensitive-content warning.
- Save 10 creators with a similar vibe (10k–200k followers) and study their hooks.
- Film your first 7 videos in one session: 3 storytimes, 2 hot takes, 2 GRWMs.
- Schedule them for evenings (about 7–10pm) and reply to every comment.
- Text Brandon your first week's numbers.

Platform rules change often. Check each app's current community guidelines before posting. This is a growth guide, not legal or tax advice.