

# Fiverr Creator Economy Guide



# Table of contents

● 00.00

01	Foreword from our CMO, Gali Arnon
02	The Guide
03	What is the creator economy?
04	Learn from the industry's top influencers & creators
07	The top 10 tips to launch your success
08	Know the right time to start your own business
10	Position yourself as a leader not just a creator/influencer
14	Find other team members who can help you
17	Be prepared to handle the ups and downs of the creator economy
21	Focus on your skills - let experts do the rest
24	Don't just create for fans - create for yourself too
27	Be prepared to scale your business
31	Finding the best opportunities in the creator economy
36	Learn to collaborate with other businesses
39	A final word of advice
44	Credits

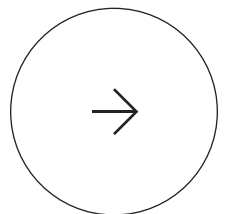
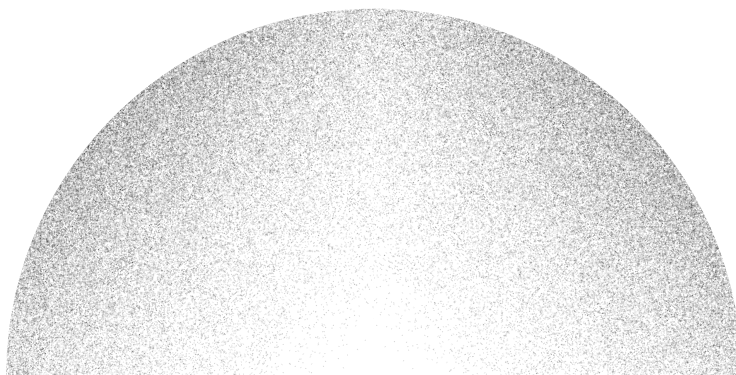
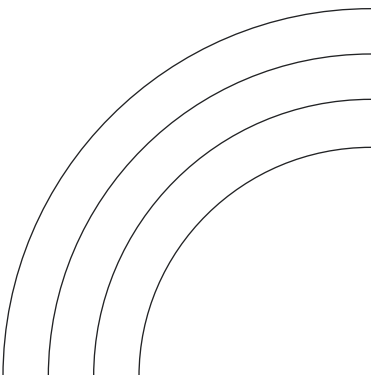
**Gali Arnon**  
Chief Marketing Officer, Fiverr

Online content creators have become increasingly important in the modern economy and are playing a crucial role in the success of businesses around the world. With the rise of social media and online platforms, individuals with unique talents, perspectives, and expertise have built their own personal brands and reached a massive audience.

The impact of these creators and influencers on businesses cannot be overstated. By partnering with influencers, companies are able to leverage their social reach and engage with their target audience more authentically and effectively. Influencers create buzz around a product or service, generate interest in a new release, and even drive sales.

As a platform that provides the tools and talent to bring business goals to life, Fiverr has served as a resource to creators looking to monetize their social media and uplevel their business. With a global talent pool at their fingers tips, creators have been collaborating with freelance talent to bring their businesses to life, leveraging the talent of freelance designers, social media strategists, video editors, business consultants, and more.

This Creator Guide offers expert insights on how businesses and influencers can thrive in the creator economy. It features stories, insights & tips from established influencers across the globe. The guide also includes behavioral psychology research from Tailify – explaining the science behind the influence, as well as instructions on how independent talent resources (and platforms like Fiverr) can help influencers go from ‘content creator’ to ‘business founder’.



Creators are modern entrepreneurs. The creator economy is blooming and there are ample opportunities to grow a brand. From traditional media and social media to the metaverse, the economic landscape is vast.

## Creator Economy Intro

Maybe that's why you've come to this guide in the first place: you have a business that you've been wanting to start? Or grow?

The truth is anyone can become part of the creator economy, but to be successful, you need to find the right support. Luckily, **Fiverr** is the go-to for high-quality, talented freelancers to help creators build their businesses—and this

guide will give you all the information you need to help turn your dream into a reality! We'll cover how some of the world's top influencers and content creators launched their businesses. In addition, you'll learn other valuable tips and tricks you can use to apply to your own success.

# What is the creator economy?

The creator economy refers to an industry built by over 50 million individuals and communities who have cultivated an engaged social following by creating and sharing content online, while earning through various monetization methods.

It is a new and exciting avenue for income and creativity, changing the way content is created and consumed online. If someone has a unique talent or a passion for creating something, the creator economy might be the perfect way for them to turn their hobby into a career.

For example, a food influencer on YouTube who makes videos about baking generates millions of views upon going live. From those views, they can make additional money from YouTube's advertising revenue.

According to a recent [article](#), the creator economy is powered by more than 50 million creators and is valued at approximately \$100 billion. However, the majority of those who contribute to the creator economy are considered amateurs. Aside from those who earn a modest amount, here's a breakdown of where the top contributors participate:

- Roughly 2 million make up the roster of professional content creators
- Half of those make most of their income on YouTube—the most popular platform for revenue generation.
- Instagram is the second-most popular platform with roughly 500,000 professional creators.
- Twitch live streaming ranks third with nearly 300,000 creators.
- For the remaining 4.8 million lower-level creators, Instagram is the preferred platform.
- TikTok is also trying to gain market share among these platforms with TikTok Pulse—allowing advertisers to place brands within the top 4% of videos on the platform.

- For brands, affiliate marketing serves as the best way to use influencers' audiences on social media.
- In the U.S. alone, affiliate marketing spending in 2022 reached \$8.2 billion—this number is expected to grow over the next decade.

In addition to influencers and content creators, a number of independent workers & entrepreneurs also contribute to the creator economy offering a wide variety of services, from content design to social media strategy. Research from Fiverr's 2022 Impact Report shares some stellar growth for creative independent professionals across a wide variety of services.

- More than 1 in 5 (23%) independent professionals in the U.S. providing creative services saw an increase in demand in 2021 compared to 2020.
- Independent workers providing creative services in the top 30 markets earn an estimated \$30,667 on average compared to the U.S. as a whole at \$25,852.
- Those providing creative services are more likely than others to place high importance on being able to choose their projects and clients and do work that they are passionate about (both 88%).

It's no surprise that independent workers make up over 30% of the entire U.S. workforce, adding hundreds of billions of dollars to the economy. More and more people are searching for ways to work for themselves by exercising their own creative talents, but unfortunately, [the main reason why so many people aren't self-employed](#) is because of the number of overwhelming variables that get in the way. Lack of security, fear of judgment, negative influences, no clear pathway to success—these are all common challenges they face as they get started.

Even the most successful content creators and influencers have dealt with start up challenges. Let's meet those who've taken the risks and succeeded.

# Learn from the industry’s top influencers & content creators

Fiverr has put together an in-depth set of questions answered by some of the world’s top influencers and content creators to better understand the intricacies of succeeding in the creator economy.

With the help of [Tailify](#)—a leading influencer marketing agency that specializes in behavioral science metrics—the creators interviewed share their personal struggles, insights, and triumphs when it comes to launching their careers as creators and entrepreneurs. They speak candidly about what they’ve faced on their journey, but more importantly, their experience offers a step-by-step roadmap to help budding content creators and entrepreneurs demystify what may seem like a goal that’s too far out of reach.

Let’s meet some leaders making moves in today’s creator economy:



Bianca Miller-Cole ←

With her UK-based marketing agency, [The Be Group](#), which launched in 2012, Bianca focuses on helping companies build their personal brand. She has a deep passion for creating employability for those seeking meaningful work, and she also offers services as a stylist—understanding how important it is to make a lasting impression in a short amount of time.



Briony Machin ←

Working from her Cedar Farm studio in Mawdesley, Lancashire, [Briony](#) is a talented ceramicist and illustrator who runs various workshops for her customers. She is passionate about the community and often hosts events for others to create beautiful art installments in a variety of outdoor spaces. She grows her business on social media and creates video content to engage with people around the world.



Corey Arvinger ←

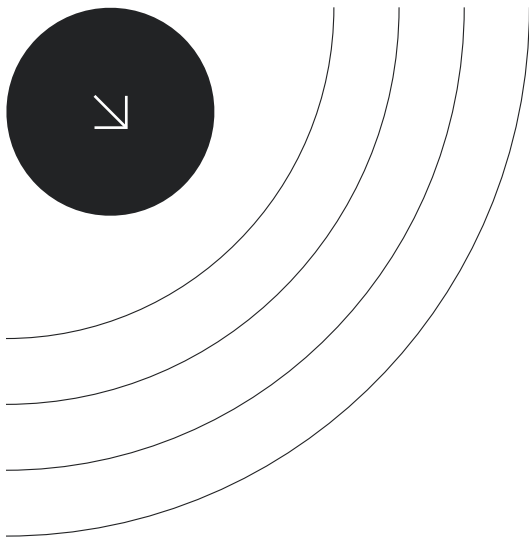
As the CEO of Support Black Colleges, [Corey](#) is dedicated to uplifting and inspiring students and entrepreneurs looking to pursue their dream careers. He is also a successful media strategist and entrepreneur who works closely with major studios and networks across the country—Tyler Perry Studios, MTV, BET, Billboard, and USA Today.



Duchess of Decorum ←

[Pattie Ehsaei](#), better known by her nickname “Duchess of Decorum,” is a social media personality and etiquette expert who offers sage advice to her followers on all kinds of topics. Currently, she has almost [one million followers on TikTok](#), and uses her platform to promote female empowerment, financial success, and valuable life lessons.

# Creators cont.



Elizabeth Hidalgo



Founder of [RISE Digital Marketing Agency](#), [Elizabeth](#) is a branding expert who helps companies discover their overall message and relationship with consumers. She studied at the Yale School of Management and has used her education to become an entrepreneurial powerhouse working along side some of the biggest companies in the world.



Gunnar Deatherage



Known as a “Modern Renaissance Man,” [Gunnar](#) created a successful business for himself as a fashion designer and art director. Largely recognized for his work on Project Runway, he has launched his influence into a myriad of creative outlets—dressing celebrities and musicians, and [topping off his activities](#) with interior design and installation commissions.



Jon Youshaei



One of few marketers to have worked at both YouTube and Instagram, [Jon](#) has been featured in Business Insider, Time, and Inc. Magazine for “Cracking the Code to Going Viral.” During the past three years, Jon worked at Instagram where he helped build their creator team to empower a new generation of stars to grow and monetize on the platform.



Kate Speer



A talented writer and motivational speaker, [Kate](#) is the CEO of [The Dogist](#)—a platform dedicated to helping rescue dogs around the world. She’s also a passionate mental health advocate who speaks boldly about her personal experiences in order to find common ground with others.



Sam Evans



With a talent in filmmaking and video editing, [Sam](#) is a creative director and digital marketer who has worked with some of the most successful brands in the world. Based out of Sydney, Australia, Evans has amassed a close following through various channels, including podcasts and YouTube, and has reached audiences through extreme sports.



Steven Bartlett



Becoming an entrepreneur in his late teens, [Steven](#) founded Social Chain—a UK-based social media marketing agency. He is also a speaker, investor, author, and content creator who is the host of Europe’s #1 podcast, “The Diary of a CEO.” He published his best-selling book “Happy Sexy Millionaire” in 2021.



Tori Gerbig

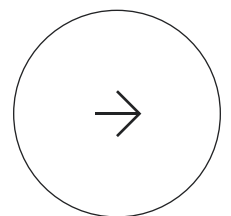
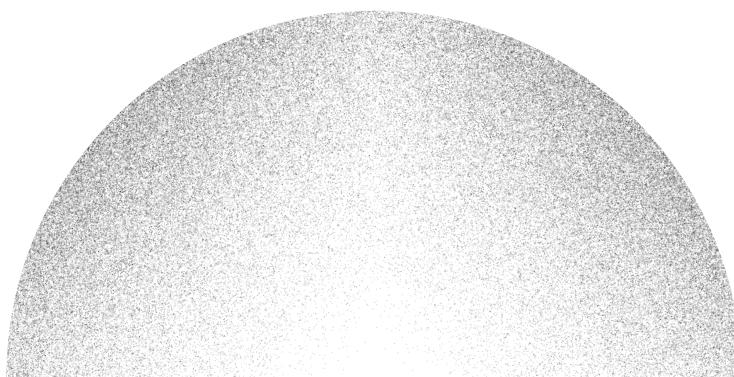
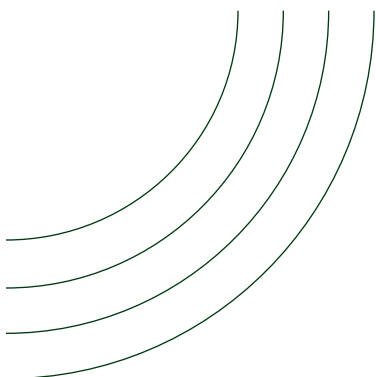


As the founder and CEO of the multi-million dollar company [Pink Lily](#), [Tori](#) strives to create a better pathway for women to succeed in business. Starting her career in her living room, she preaches that persistence and an unwavering belief in yourself is all you need to make your dreams come true. She aims to instill that faith into others.

With this impressive roster of talent and entrepreneurship, we'll explore firsthand how all of these content creators started from humble beginnings and went on to achieve their own version of success. We'll see how following a clear path of objectives and goals, and surrounding themselves with the right people made all the difference to help them grow.

Next - The Guide

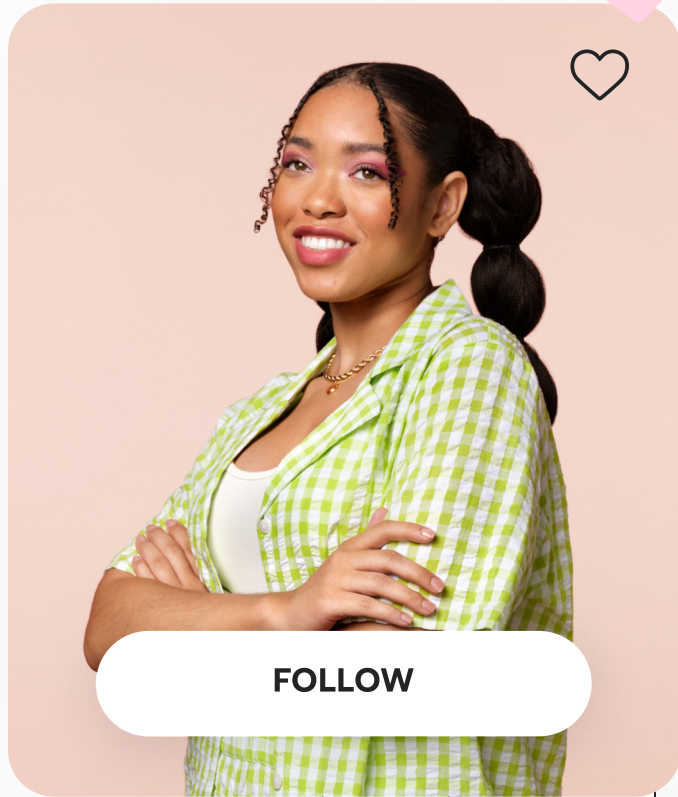
---





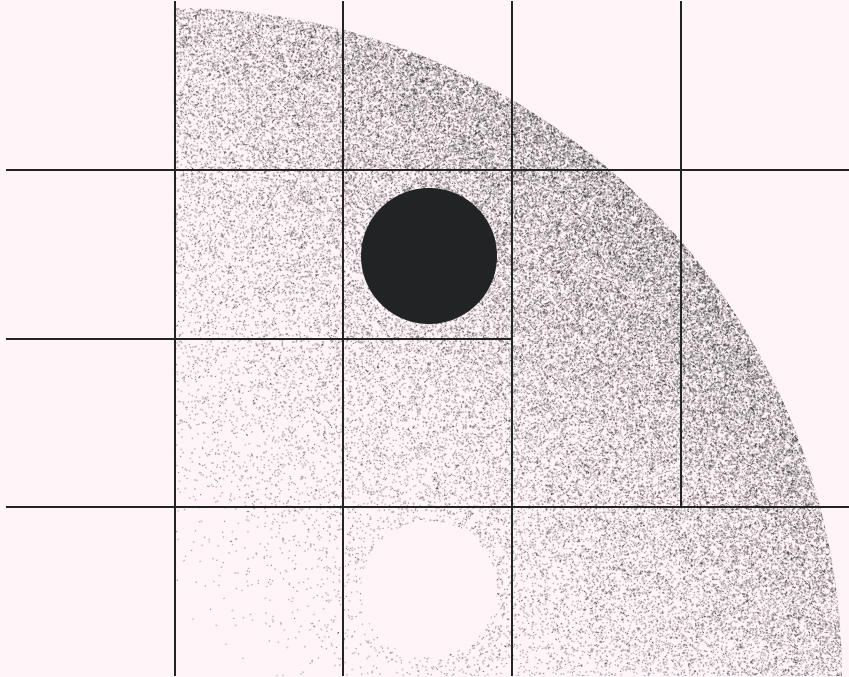
# The top 10 tips to launch your success

Everyone's journey and definition of success is different. This guide offers a variety of tips and advice that help creators and entrepreneurs to further their careers.



**FOLLOW**

# 01



01/10

---

**Know the right  
time to start your  
own business**



**This can be one of the toughest decisions of all. But more often than not, the feeling of knowing when starting a business is right for you happens almost instinctively.**

For example, most of the creators in our survey discovered their entrepreneurial spirit during their childhood. Everyday childhood activities gave way to their overall quest to become an entrepreneur, and creators positioned their entrepreneurial aspirations originating from an organic, long-term development, not a simple moment of opportunism.

**“At a very young age I made the connection that if I wanted something—whether that was anything from a pair of shoes to a bike—it had to be by direct consequence of something I'd done, sold, or created,”** says Steven Barlett. **“At the age of 15 or 16, I started my first businesses in and around school, using the students as my customers. By 16, I was running pretty much all the school trips in my year's group; I'd take a cut of the money and give the rest to my school. Then, at 17, I started launching businesses on the internet. So business is definitely something I've pursued instinctively and actively from a young age.”**

Bianca Miller-Cole's journey had a similar start:

**“I'd wanted to have my own business from the tender age of about five when I set up shop in my bedroom. Then at 12, I started a dance academy teaching dance to local primary school children. And then at age 17, I started hosting under-eighteen parties to enable me to go out.”**

Sometimes, entrepreneurship is the solution to a financial need. For Tori Gerbig, her journey to self employment started as a way to get out of debt.

**“I actually didn't have a following when I started my business. It started in our living room 9 years ago and was an idea that my husband and I had to help pay down debt. I loved fashion and clothes and we combined our knowledge of selling online with my interests to create an online boutique. We were still working our full-time jobs at the time and it was originally just going to be a side hustle.”**

In some cases, you may find yourself starting your business based on obligation—you have a skill and you're compelled to use that skill to make ends meet. However, it's clear from all of these stories that you won't get anywhere without passion—a desire to make a change in your life and follow a plan to put things in motion.



**Alan Gray**

Senior Research Psychologist, Tailify

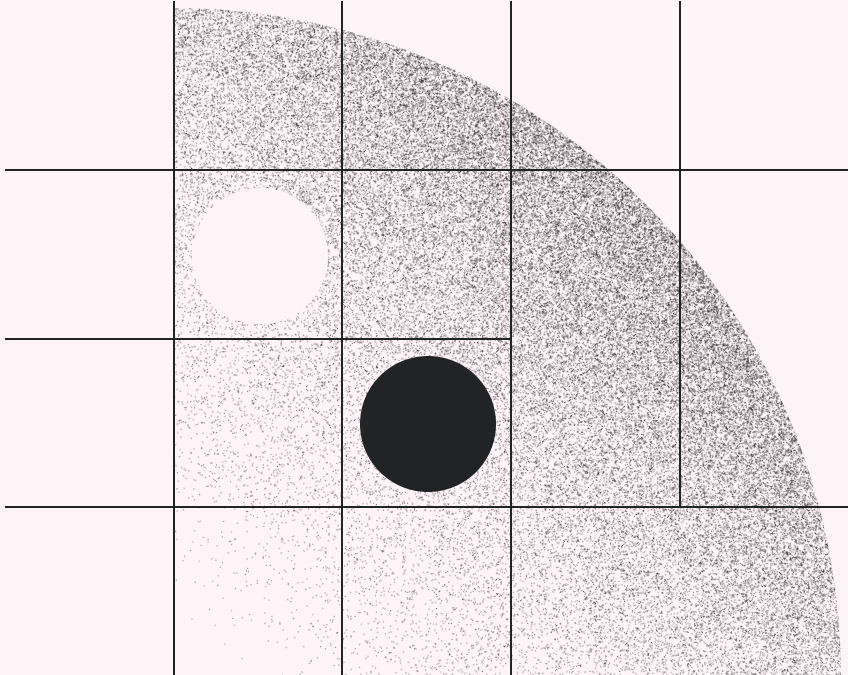


“How can you increase the likelihood that you'll stick to your goals and find success? Well, passion helps, but psychologists also have a few handy tips. First, make sure to write your goals down. Sounds silly, but the act of putting them in print will surprisingly increase your commitment to the task at hand. Similarly, tell others about what you hope to achieve – by declaring your goals publicly, you encourage your friends and family to hold you to account. Yes, this creates social pressure, but it's social pressure to your ends, and trust me, it works. Finally, take a moment to recognize how far you've come. Starting an action isn't easy, but continuing a journey comes far more naturally. In fact, we often find it hard to abandon what we've already started—and this, too, could help keep you going, when the going gets tough!



[Link to guide](#)

# 02



02/10

---

**Position yourself  
as a leader, *not just* a  
creator/influencer**



**With a clear roadmap in place, the creators we interviewed reinforced their path to success by striving to be leaders in their field—not just influencers catering to brands.**

Something to consider is that many brands and businesses are looking for people who they can trust. But in order to gain that trust, you have to position yourself as an authority or creator within that space. Sam Evans's trajectory has always followed that of a creator, but over time, that transitioned into him educating others on various filmmaking skills and techniques.

**“My focus from day one has always been on producing high-quality content and inspiring people to live their lives to the fullest. This was how I earned the respect of my peers and potential clients/brands. I also have a passion for sharing my craft with others, and during the pandemic when travel was off the cards and I was home, I created a 16-hour masterclass teaching the fundamentals of video editing in Adobe Premiere Pro. This was a great way to position myself as more than just a creator, but also a teacher.”**

Evans leveraged his filmmaking skills to create valuable content for others in a particular space, and now, he's a trusted figure for other brands and clients to connect with for a myriad of projects.

With this in mind, consider what other skills you can build content around or share with others. Independent professionals surveyed for our Fiverr Impact Report had an average of seven years of experience freelancing in a specific field. 25% of those surveyed even reported 10+ years in a particular field. Jon Youshaei falls under this category, using his past careers at YouTube and Instagram to gain valuable insights into his own leadership as a content creator.

**“I got lucky to work at both YouTube and Instagram during a time when millions more people became curious about these platforms and how they were disrupting traditional media. I spent time with both creators on the outside and our engineers on the inside. Doing that for eight years, I walked away with insights and relationships that ultimately enriched my knowledge and respect.”**

Many of the creators in our survey distanced themselves from the traditional view of the “influencer” in influencer marketing. They saw their new entrepreneurial role as being something long in development and a natural extension of their function as creators. Indeed, many see creators as being entrepreneurs from the very beginning, seeing the selling of self-made products, rather than sponsored third-party goods, as an organic evolution of the

industry. No matter what the case may be—whether you're coming from a long history of experience or you're just getting started in the creator economy—the final factor to becoming a leader in a specific area is to always be authentic with your content.

Briony Machin does a tremendous job with this by only choosing to work with brands that represent who she is and her overall business.

“I spent many years building my business and working on my social media before I even knew what an influencer was. Social has always been a place for me to share my work, products, processes, and small insights into my own life and the behind-the-scenes of running a small business. From doing this (and spending a lot of time and care on my content), I built up my following which, in turn, introduced me to the influencer world—so I guess I was a founder who became a content creator rather than the other way around! I will only work with brands that fit in with my social media and that make sense for me and my business. I would never work with brands if I wouldn't use their products or services myself. So any content I do post feels authentic, which hopefully means people will always see me mainly as an artist with a creative business.”

Let's recap on the three most important factors to position yourself as a leader:

**01**

Create high-quality content

**02**

Focus your current skills and experience on your own growth

**03**

Be authentic to who you are and what you represent

Lastly, the final factor creators need to consider is time. It's only natural to want things to happen instantly, but the truth is that it takes a lot of time to build something worthwhile. Don't put too much pressure on yourself to be an overnight success, but instead, take baby steps toward your goals and enjoy the adventure along the way.

Pattie Eshaei (Duchess of Decorum), knows all too well the value of time and overcoming the stigmas of public opinion.

**“What I found most challenging was overcoming my age. I was 48 when I started my TikTok channel and it was difficult overcoming the stigma of being “just another old person” or a “boomer.” I differentiated myself by making sure that I provided quality content that actually gave value to my audience, with a twist of humor. If you provide real value, you can overcome most anything.”**

There are no limitations on what you can achieve, and the best part is that you don't have to do it alone!

**Alan Gray**

Senior Research Psychologist, Tailify



Want to become somebody who people listen to? Here are three tips:

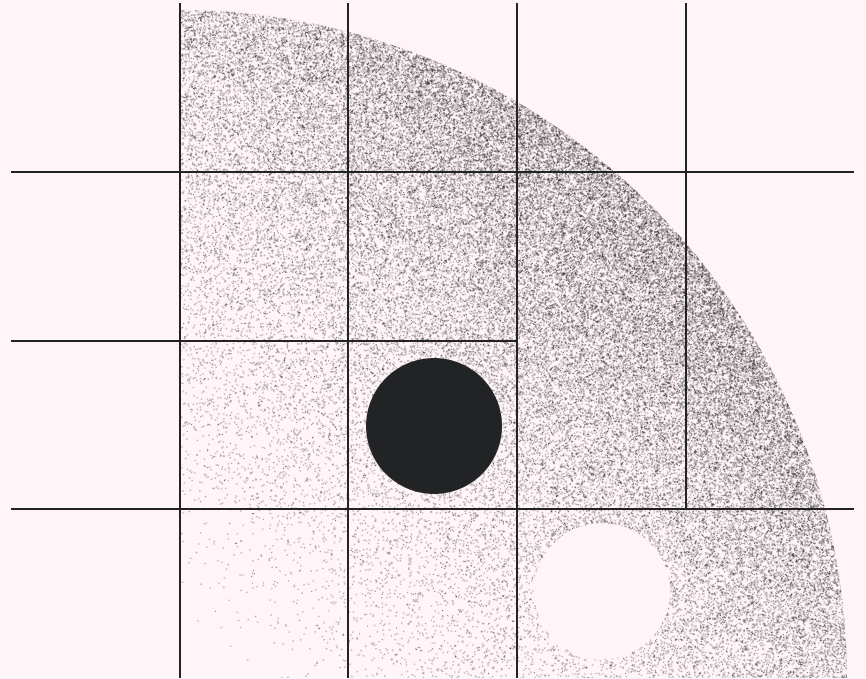
**1.) Keep your language simple.** You may know lots of fancy words and want to show off— but it turns out, using simple sentences and simple words can actually give your message more credibility and make it more believable to others.

**2.) Don't be afraid to say what you don't know.** Confidence is often seductive, but when it comes to focusing on an authority figure's words, we are generally reassured to find them admitting to ignorance now and again. Nobody knows everything (even the experts!) and acknowledging your gaps is far more respectable and persuasive than trying to conceal them.

**3.) If something isn't quite right, say so.** Phrases like: “I'll be honest ...” “I'm not gonna lie to you ...” “On the other hand ...” shows that you're sincere and deserve attention.

[Link to guide](#)

# 03



03/10

---

**Find other team members who can help you**







## Every one of our creators emphasizes the importance of teamwork.

Having a team enabled them to maintain their creative practice and work on what they did best within their business. More than anything, self-awareness is paramount in building a successful enterprise. You need to understand your strengths and shortcomings if you want to hire a team that will complement and compensate for your own skill set. As Corey Arvinger puts it, you need to **“find out what you are the best at and what can make you the most money, and then place people everywhere else in the business”** to help it succeed.

Elizabeth Hidalgo, too, knows firsthand how crucial it is to bring on the right professionals to grow a business.

**“When I launched RISE Digital Marketing Agency, I began with two of my closest friends at the time. But after a short while, they went their separate ways and I was able to then put together a team of graphic designers, photographers, videographers, writers, and account managers to better serve those who sign up for our services.”**

It may sound easy to do, but delegation can be a tricky thing to navigate. Especially when you're just starting out, it may be hard to give up full control of certain aspects of your business. Several of our creators reported struggling to find somebody with the requisite skills and passion. And they also worried about maintaining their voice when working with others.

Bianca Miller-Cole is currently dealing with these struggles herself in her journey as an entrepreneur.

**“I would say that I have not yet fully created a team that enables me to focus on art and creativity. I'm very much a hands-on founder who is actively involved in the building of the business. And I'm still quite instrumental in its success and growth. I have recently tried to be more proactive in building a team of experts that can enable me to focus on the parts of the business that I am particularly good at, but as I found, that is still an onward journey.”**

Enlisting the help of talented freelancers is a great way to initiate this process, given that you can find skilled talent offering services in any field, on any budget, on [Fiverr](#). For your own business (or even just for your own creative/personal growth), think about what areas you could use help in. Do you really understand the SEO side of growing website traffic? Perhaps you could use someone to assist you with marketing and running successful social ads? Consider working with a freelance business plan writer to make sure your vision is set up for success.



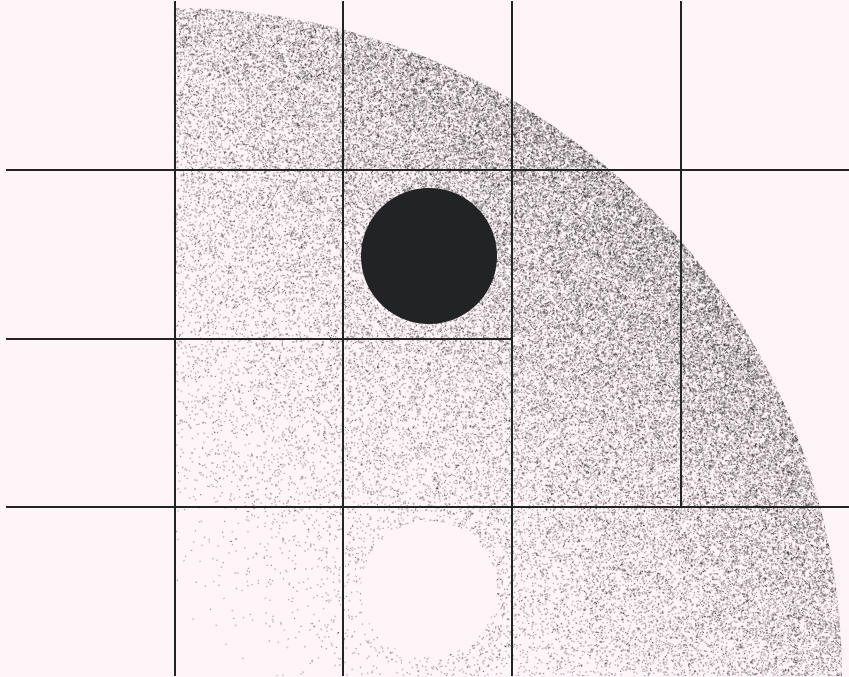
Kate Speer relies heavily on the use of freelancers on Fiverr to scale the growth and influence of The Dogist, a company where she has proudly served as the CEO for the past 6 years.

**“Outsourcing to experts is both cost-effective and smart—everyone cannot do everything well. When we first entered the e-commerce space, I actually used Fiverr to find a social media advertising consultant. Fiverr’s platform simplified the process and offered a lot of transparency with reviews and referrals. The consultant we hired went on to transform our sales that quarter and the entire next year.”**

It doesn’t matter what stage of entrepreneurship you find yourself in—to succeed in the creator economy you need the help of others. Also, you need to prepare yourself for all the trials and tribulations that can come your way in an uncertain industry.

---

# 04



04/10

---

**Be prepared to handle the ups and downs of the creator economy**



The current economic downturn has raised concerns about the future of various industries, as well as opportunities for entrepreneurs looking to start or build their businesses. However, with the right strategy and a willingness to think outside the box, creators looking to kickstart their own business ventures might find that now is actually a perfect time to get their ideas off the ground. In fact, many of the most successful, high-profile businesses were started in a recession.

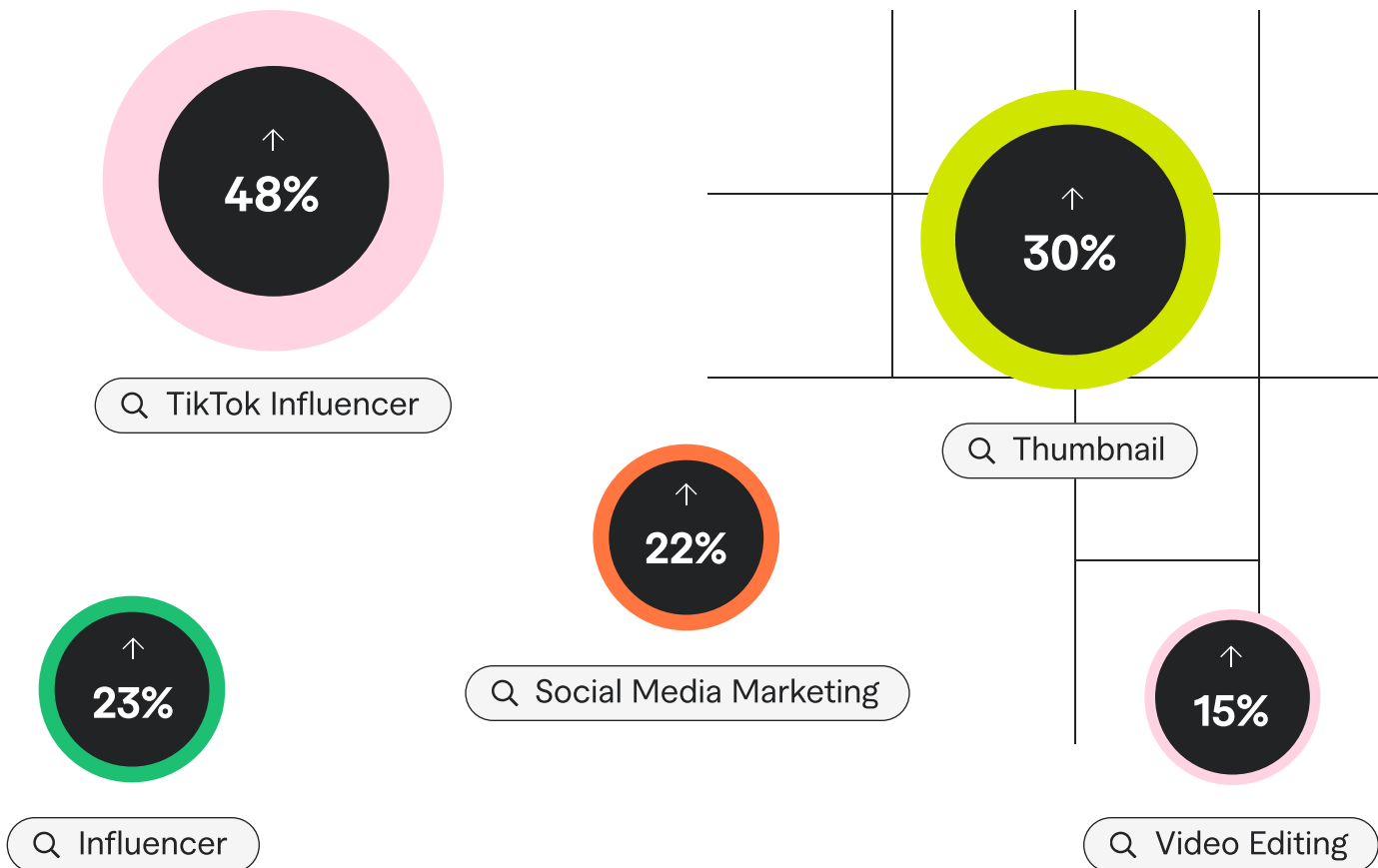
Tori Gerbig certainly knows how intense it can be coming from a place of debt while still trying to accelerate a new business. She offers a three-step approach for anyone trying to launch their careers in the creator economy during economic slow-down:

- 01 Use slower times to focus on process improvements and implementations
- 02 Continue to serve your customers in an authentic way
- 03 Run as lean as you can so you can still turn profits during times of recession

Corey Arvinger has a similar approach to any downturns that creators may experience:

“You have to find a hero product to put most of your effort into and make that the number one seller of your business. Next, utilize different marketing strategies to attract more sales through influencer marketing, grassroots marketing, and social media marketing. Then you have to focus on growing a community. When you have a strong community, possibilities are endless when it comes to sales.”

Despite there being some challenges, most statistics show that joining the creator economy is a smart move. According to our research, these are the year-over-year percentage increases for search results between 2021 and 2022:





As we go through 2023, these search results will continue to keep growing. Not only has the demand for independent professionals increased by 50% from 2021 to 2022, but creators and influencers are in a unique position to dictate what projects they want to work on and what rates they want to be paid. Nearly all the freelancers surveyed in our Impact Report (86%) claimed that they didn't lose any business when they raised their rates—in fact, the opposite was true. In addition, 63% of independent professionals in the U.S. have clients who are experiencing difficulties trying to find enough help—this is entirely the case for those who offer technical services, too. The demand for technical skills, such as computer programming, architectural design, and web development is also increasing. But no matter what your business entails or what skills you have, you can trust there's a market for you to thrive. Your only job is to create the environment you need to thrive.

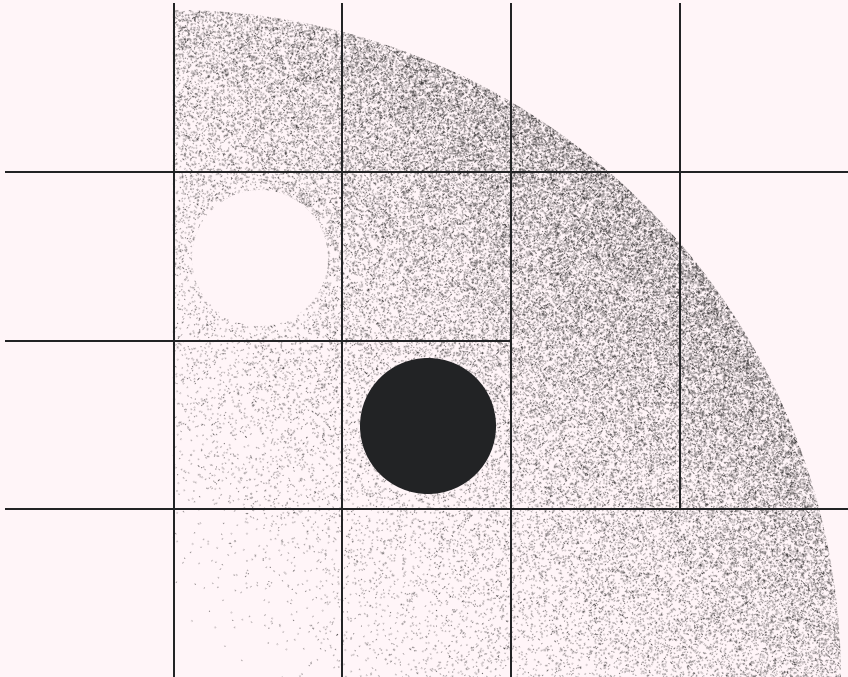
The Duchess of Decorum shared this tip to help stay practical and streamlined as you get started:

**“First, do a full financial audit of your business to see where you can cut costs. Second, make sure you have a great accountant to keep track of expenses. Third, cut back on travel and entertainment costs.”**

When starting any business, ensuring your finances are in working order is paramount. Setting up a budget can be daunting, but help is never far away.

---

# 05



05/10

---

**Focus on *your skills*—let experts do the rest**



## Although being an entrepreneur is often a solo venture, you shouldn't rely on that mindset to get ahead.

There are tons of weaknesses and faults that we may face when running a business, but the best part about being an independent professional is that you're joining a worldwide network of other freelancers and creators who can help you pick up any slack. Fiverr offers you access to a wide variety of services (professional, technical, and creative) to build your business. Much like how our creators mentioned finding the right team members to carry the weight in certain areas, up and coming creators should do the same to educate and expand their capabilities in a myriad of different categories and talents.

Kate Speer is a firm believer in asking for help when you need it most:

**“So often we believe that knowledge is power, but growing is where the true power lies, and that happens within communities, partnerships, and meetings with relatives or friends who happen to have an investor or strategic partner that can transform your business. I am amazed at all the opportunities that arise out of a mere conversation that started with a simple ask for advice. Give it a try—you'll be pleasantly surprised and honestly, more respected for it.”**

Gunnar Deatherage isn't shy, either, in terms of admitting that he needs assistance.

**“I'm personally not of the generation that is handy with computers, so anything related to graphic design or print design is hard for me! I can see what I want in my head, but transferring that to a digital space is not my forté.”**

This is why [Fiverr](#) can be a huge asset to take you and your business to the next level. Aside from hiring experienced freelancers who can help bring your ideas to life, Fiverr also offers many additional resources for you to educate yourself. One of the most useful tools from Fiverr is [our blog](#), which includes a collection of articles, Q&As, case studies, and interviews from trusted entrepreneurs and leaders who have all been in your shoes. You can explore topics related to marketing, music creation, small business needs, fashion, tips and tricks from CEOs, and creative insights about being an entrepreneur in general.

Even from a leadership standpoint, Fiverr offers a highly knowledgeable and successful team of teachers and experts in a variety of fields who have online courses you can enroll in. With [Fiverr Learn](#), you can participate in multiple classes that teach you every aspect of running a lucrative business. Everything from building your own website to generating revenue from Facebook ads and social media engagement—you can learn it if you put yourself out there.





All of our creators currently deal with certain subjects they're not good at. But rather than stressing over what they lack, they're not shy about admitting their faults and finding a solution to make things easier for themselves.

**“I have had to outsource many services within my company,”** says Bianca Miller-Cole. **“I’m a big believer in delegation. But it is sometimes a struggle to find the right people. I have delegated skills that I am not good at. For example, graphic design and video editing. The thing I’ve most struggled to outsource would be social media management because I want the content to still feel personal and sound like me—I always end up managing my own channels.”**

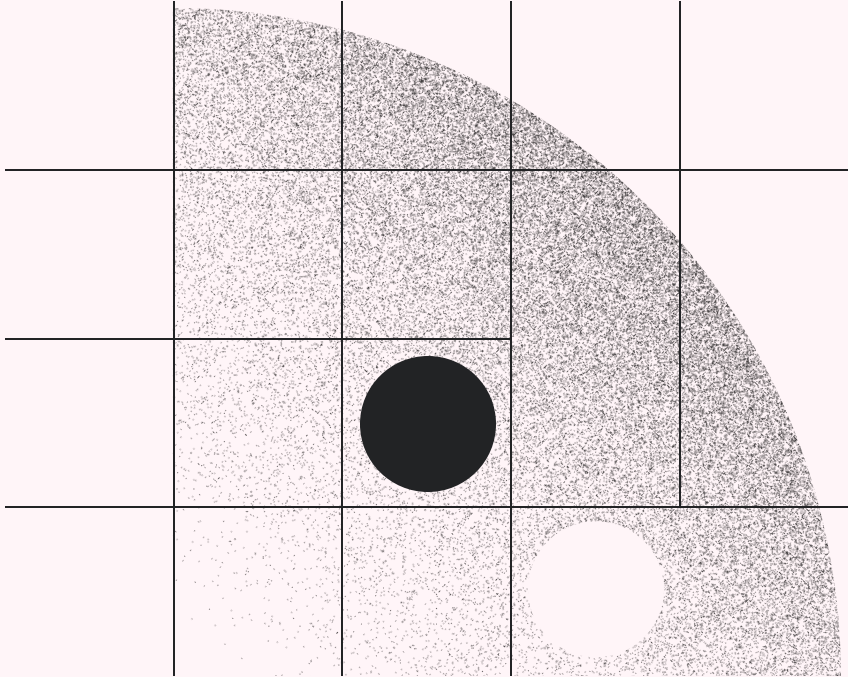
Sam Evans deals with a similar issue when it comes to his videography.

**“I’ve always struggled with VFX and Graphic Design—it’s both time-consuming and extremely tolling on your computer. I’ve used Fiverr to outsource this service several times and it’s always made the process of editing so much more streamlined.”**

Streamlined is certainly the word to focus on here—you want to free yourself up to create content that speaks to YOU. Of course, your fans are important, but after all, your fans want to be a part of what you make and what you believe in!

---

# 06



06/10

---

**Don't *just* create  
for fans—*create for*  
*yourself*, too!**



**Drawing from the wealth of experience and knowledge that Jon Youshaei has amassed during his time working with media giants, he shared that every creator needs to strike a balance between what their customers want and what makes them feel fulfilled.**

**“Your audience is like your focus group. I regularly ask questions, poll my community, and try to respond to as many DMs and comments to keep a pulse on what’s top of mind. That said, doing that too much can compromise your voice and artistic expression. So it’s definitely a balance, especially if you’re introducing a product or service that your audience is paying for.”**

So ask yourself, what is your overall mission as an entrepreneur? Are you simply in it to make money, or do you have an innate need to express yourself—to share an idea or insight with the world to make others’ lives easier? Authenticity is, perhaps, the most valuable thing you have to offer this world. So you must always strive for ways to blend the two together—to engage with your fans while still maintaining the truth of who you are and what you stand for. Most of the creators interviewed emphasized putting the community first, while honoring their own voices. Creative work was typically considered to serve a given community, and its rewards come from providing value to others. Creators who succeeded were generally understood to be those who solved a meaningful problem that the community could all agree on. Several creators described their origins in the industry as simply a need to help people. The content worked best when it made others feel like they were improving themselves and becoming part of something bigger. With that in mind, there’s certainly room for you to experiment with what keeps both sides happy.

Steven Barlett has adopted a mindset of experimentation for his own team and it has led to some incredible success.

**“I’d say with the constantly changing landscape of business, social media, and marketing it’s difficult to say at any one moment that you know exactly what people ‘want’ to see. So my team and I have adopted a culture of constant experimentation. This has become our overarching strategy and, in fact, our marker of success. The question is always to ask at what rate we’re conducting experimentation around everything we do and evaluating what we can learn from each outcome.”**

## So have fun and see what works for your brand and audience by following these tips:

- Use your social channels and your immediate community to see what people like
- Tailor your business toward what performs best and experiment to meet your audiences changing needs
- Keep an eye on how your new ideas are being received and adjust to feedback

According to Corey Arvinger, he feels that the true pulse of your business is solely determined by what the audience wants.

**“For me, it's ALWAYS about what the customer wants. If you're making something that only you want and your customers don't want, then it won't be successful.”**

## Don't worry about being perfect

Several of the content creators interviewed also warned new starters about the dangers of perfectionism.

Many claimed that the pursuit of perfection had initially stifled their creativity and progress—creating a challenge of managing one's self image while simultaneously trying to establish a business. With this in mind, it's better to focus on the business rather than yourself. Passion was also seen as a requisite for the motivation that focusing on the business entails—creators need to be consistent, rather than perfect, in their content production, and this was understood to require that creators serve their own interests in order to serve those of their community.

There's really no wrong answer to what's possible and what you can create. As long as you stay true to who you are and communicate that to your community, then you'll always have space to expand as much as you want.



Alan Gray

Senior Research Psychologist, Tailify



“Oh dear. You've got a big meeting coming up and you've really got to impress. But what if you forget your lines, mess up that statistic, or—even worse—end up going off on a ramble.

Breathe. I have news for you. It doesn't matter.

People are lazy, and their memory is downright rubbish. Most of the time they won't be listening to you—and when they are, they'll only remember the gist of what was said. Even if you asked them immediately after the meeting, “Hey, what did I just say?” they'd barely recall a thing! Just the gist and a few key points.

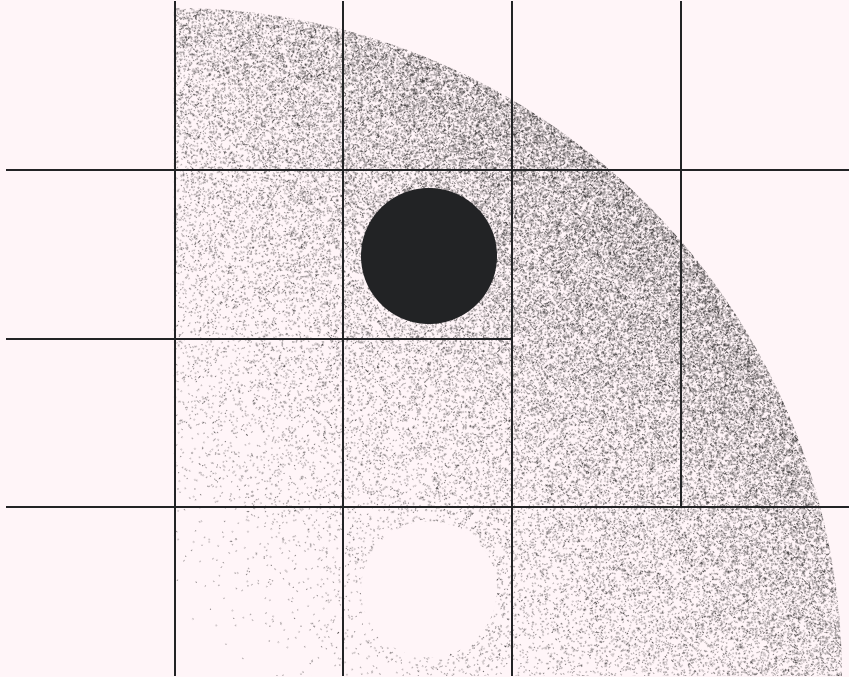
This is Fuzzy-trace Theory. It basically means that people will probably forget your precise claim and the details of what you said, and walk away with, well, a fuzzy trace.

So, fear not, sweaty influencer-in-training. Your anxiety is misplaced. As long as you have a good point to make and one you believe in, chances are, your message will be well received.”



[Link to guide](#)

# 07



07/10

---

**Be *prepared* to  
scale your business**



One thing that all of our creators have in common is a desire to scale their businesses with the help of Fiverr.

It doesn't matter if you're just starting out—getting the basic foundation of your business together—or if you're looking for better ways to save time, Fiverr is an excellent platform to grow an idea of any size.

Sam Evans routinely uses Fiverr to enhance his workflow, which leaves him better prepared to focus on aspects of the business he enjoys and can expand.

“Where I get the most value from Fiverr is streamlining my workflow and saving time on things that I can hire others to do the same or better! Recently, I created a travel montage of my trips over the previous few months. I worked on the edit, then after finishing the cut on the visuals, I usually would then spend several hours sourcing sound effects and mixing in various sources of enhancing audio. I was able to source an incredible sound designer on Fiverr from Denmark who got this done far quicker than I could—to an even better standard than my own. I now budget him into all my projects and save myself time on delivery to my clients.”

There are a number of things you can outsource that can ultimately help your business grow. But, you should first have a solid foundation to build upon. This is where preparation comes into play. You have to ask yourself, honestly, if you're ready to go beyond your current capacity. Take Briony Machin and her floral mosaic business—she runs everything herself and is currently discovering new ways to stretch her reach:

“Recently, I wanted to design some new boxes for my kits, but layout and graphic design—really techy stuff—isn't one of my strengths. So I asked a Fiverr freelancer for some help and I absolutely love the final outcome! I can't wait to get them printed and start sending my products out in them as I really feel they will improve the customer experience.”

So even someone as successful and talented as Briony— prepared herself to a point where she became ready to scale. And the best part is that she didn't have to do it alone. The Duchess of Decorum is in a similar position—preparing to grow her brand:

“Now that I'm taking my brand beyond just being a content creator, my team continues to grow.

In this industry, especially since I'm not a massive corporation, I can't put dozens and dozens of employees on payroll. Freelancer services allow me to accomplish things I simply cannot do on my own! And as a creator, it's awesome getting to work with other great minds synergistically. Fiverr is great for this. Not only was I able to find freelancers for every possible job, but I was able to view their previous work and ratings, and communicate with them all through the platform! It takes so much of the guesswork out of hiring a freelancer."

All of our creators first built the foundations of their businesses before they thought about scaling. So if your foothold may be a little shaky, you can use Fiverr to reinforce your foundation and put yourself in the right place to move forward.

Below is a list of all the top services that you can get on Fiverr:

- [Graphic Design](#)
- [Music & Audio](#)
- [Business](#)
- [Digital Marketing](#)
- [Video & Animation](#)
- [Data](#)
- [Writing & Translation](#)
- [Programming & Tech](#)
- [Photography](#)

Within each of these services are a ton of subcategories and specialties that Fiverr freelancers can provide. For example, if you're just getting your business off the ground, **you may be interested in select services like:**

- [Building a website](#)
- [Writing copy for landing pages](#)
- [Hiring a career counselor](#)
- [Creating a logo](#)
- [Designing flyers for events](#)
- [Teaching you about SEO and Google rankings](#)
- [Setting up your social media accounts](#)
- [Editing photos and videos](#)
- [Supply chain management](#)
- [Managing your finances and accounting](#)
- [Creating a business plan](#)



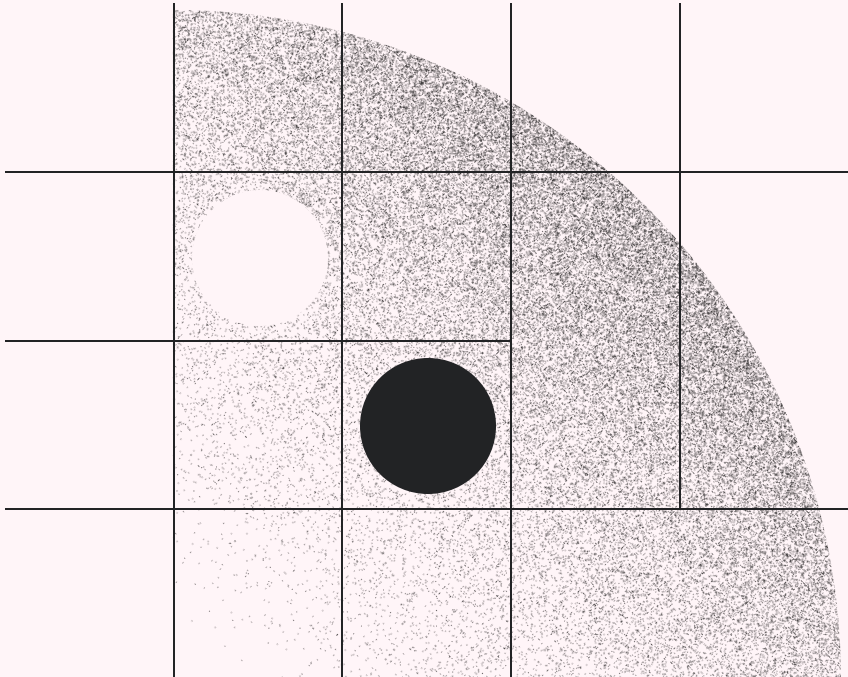
There's truly no end to what you can outsource for yourself, and as you bolster all the areas of your business, you'll eventually reach a point where scaling is the natural next step.

Tori Gerbig puts it simply: **“freelance services help free up time that is needed to focus on growth. If you freelance out a position to someone that is an expert, then you can scale at a much faster rate. I've hired freelancers from Fiverr for services that I wasn't really an expert in but needed assistance in like video editing and graphic design. We actually started our business before I was a content creator/influencer. Content creating came after our business had grown and I realized that so many of the customers of my brand wanted to follow along with me personally, so I started to create more content around clothing, fashion, and family.”**

Tori's growth occurred at a natural pace. She launched her business, and as time passed, she discovered new areas of growth that required more expertise. To help with that, they hired freelancers and other creatives to free up time. More free time for herself led to more expansion, and expansion led to the implementation of new ideas and opportunities. Luckily, there's never a shortage of opportunities to pursue within the creator economy.



# 08



08/10

---

## Finding the best opportunities in the creator economy



# Social media platforms may seem like the most lucrative outlet for new businesses, but you can't rely on them to secure success.

Social media platforms like Instagram and TikTok—and all other channels—can be routine access points between you and your customers. You check in with these accounts to maintain a presence and ensure steady growth for your business. Sure, you can establish relationships with other creators and major brands, but the creators interviewed have offered a variety of different ways for you to take advantage of the creator economy and grow your business far beyond just stories and likes.

Consider this—in 2022, content creators made roughly \$5.5 billion across these different platforms:



It doesn't really matter what platforms you choose, the idea is to use several different options to build multiple streams of income for yourself. Many of the creators in our survey emphasized the importance of multiple revenue streams. From podcasts to books, to speeches and courses —our creators faced two challenges: how to maintain consistency across their personal brand and how to earn respect in each chosen field. A key thing is to avoid the stigmas attached to solely becoming an influencer—the creators interviewed are adamant about staying away from simply making money and they counteract this by focusing on products aligned with the values of their content as a whole. The opportunities in question must be coherent with who they are and what they stand for as creators.

Elizabeth Hidalgo practices this belief as she takes on new clients through her agency—strengthening relationships while aligning herself with her core values as a creator.

**“The biggest opportunity within the creator economy is networking with different industries outside of your own to create relationships and then be known as the go-to person for your services within those industries. Collaborations that match your brand's identity are also great opportunities.”**

Consultancy is actually one of Hidalgo's top-earning services, and she's also planning on launching a book in the near future. So take a quick look at her strategy: she's worked as a freelancer since she was in high school, **“searching for any freelance opportunities [she] could find.”** She then slowly worked her way up to starting her marketing agency to begin networking and assisting more clients. From there, she's branched out into multiple categories, generating revenue for herself and her brand every step of the way.

**“I believe that there are people who are interested in different areas of my life like my career, podcast, relationships, travel, etc. I have found that sticking to what I desire most has shown me an incredible amount of success. The best thing one can do is create what is most authentic to your industry. For me, it's sharing my story, and showcasing interesting projects I'm working on alongside my team. If it ever feels forced, it is the wrong content to share with my audience—it's a gut feeling that I believe all creators experience.”**

Gunnar Deatherage certainly felt this way as he transitioned from selling handmade products in person to a subscription-based model.

**“Subscriptions have changed the game for me! I was selling handmade wares for a while, but the work of producing the merch was exhausting because I wanted it to be more representative of myself as a designer. So I moved to the subscription side of things! I also do a lot of brand deals which are a fun way to incorporate a brief from a client into my normal work. I think products are always a big deal for creators. Merch can launch an entire career, but truthfully, I think member-only platforms are a way of securing a monthly income that is reliable and truly builds a deeper relationship with your followers.”**

Kate Speer sums it up with a clear understanding of how the world of content creation is changing and what you need to do to diversify yourself.

**“The creator economy is the future of storytelling, media, entertainment, sales, advertising, digital health, and coaching. We are going to see the space continue to grow and evolve over the next many years, and wherever passion meets creativity and authenticity—that is where the opportunities lie. At the end of the day, though, I think it all comes back to community building—about harnessing the power of passion and the people who share that passion with you.”**

The best content comes from the heart. Make sure that you’re genuinely passionate about the content you put out there and only take on work with brands you and your community truly respect. Great content is hard work, and it’s only possible to put in such work when that work is your passion.

## The most lucrative activities you can take advantage of

Even though your business may only have a presence on social media, our creators have a few other ideas you can use to make it more lucrative.

Corey Arvinger thinks that **“there is a huge opportunity in dropshipping for creators. A lot of them want their own brand and products now, but they have no idea how to successfully make it happen.”** Along with dropshipping, he shares that **“books and merch launches are the best revenue-generating activities”** for [him] as a creator. **“Out of the two, I prefer the book launch because I don’t have to ship anything. You just sell and go.”**

Steven Barlett believes that TikTok and Web3 are leading the pack in terms of major growth and opportunity.

**“Right now I’d say TikTok and Web3 offer the most rapidly expanding opportunity within the creator economy. They’re really capturing the imagination of younger generations who are keen to monetize their passions and interests over pursuing a more traditional work life. They want to make money on their own terms and only fairly recently has this become possible.”**

You also have to explore opportunities that others may not be thinking about. For instance, Jon Youshaei feels that **“YouTube Shorts and LinkedIn are two of the most underrated opportunities to grow your community organically. For those who have complained that they’re ‘too late to the game,’ now is your window.”**



Sam Evans shares [the impact of podcasts](#) and online education:

“Podcasts are becoming increasingly popular as a way to consume information and entertainment. Creators can monetize their podcasts through advertising, sponsorships, and merchandise. Online education, too, is on the rise. Online education platforms like Udemy, Coursera, and Skillshare have created opportunities for creators to share their knowledge and monetize their content.”

For the Duchess of Decorum, live shows have been her go-to strategy:

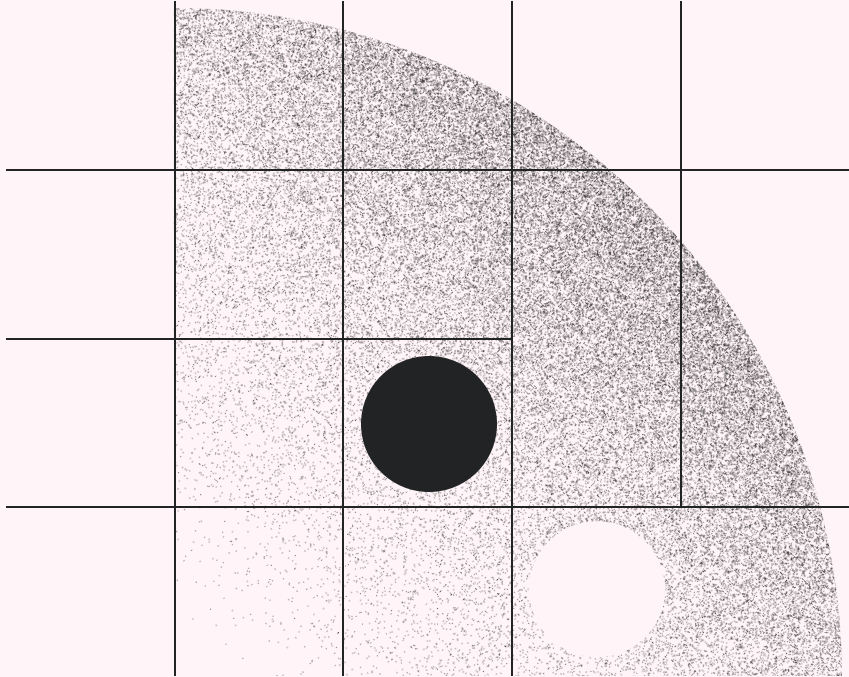
“Live shows are booming! As time passes, the tech world is taking old concepts and giving them new life and even now live broadcasting is getting a revamp. It's a great way for creators to show off their live television skills and land high-profile work!”

And for Tori Gerbig, “**brand collaborations have been the top revenue-generating activity for [her] personal brand.**”

There are endless opportunities for you to make money in the creator economy when it comes to launching products and different aspects of your personal brand. However, something that a lot of creators have a hard time navigating is learning to collaborate with other businesses.

---

# 09



09/10

---

**Learn to**  
***collaborate* with**  
**other businesses**



## It's important to know upfront that businesses **NEED** people like you.

Content creators provide a direct line to the interests and attitudes of consumers all over the world. And more often than not, businesses have a difficult time figuring out what people want. Creators don't necessarily have this problem because they're establishing a base of people who already love what they do and represent. So in turn, businesses then need to hire creators or collaborate with them so that they can tap into a specific market.

You have much more power than you think you have. It may feel scary to branch out on your own or to think that what you have to say or do has value, but it does. That's because you're a real person. Most brands lack the ability to really connect on a personal level. That's where you come in with your personality and people skills! More importantly, you have the ability to choose what businesses you partner with and how you want to share their message with your audience. This means that your content has tremendous value—not only for the brands you represent, but for what you believe in, too!

When it comes to building personal connections, Bianca Miller-Cole feels that it's crucial for creators to make something of their own:

**“For those creators who have accumulated a significant following, I think the biggest opportunity is to create something of your own. It can be easy to focus on brand partnerships and sponsorships alike, but in reality, the longevity is in leveraging your community for your own brand.”**

It's definitely a balancing act. You want to position yourself with brands that feed into your overall vision of success, so why not reach out to companies that you believe in? If you find yourself using a certain product every day, then check out that brand's Instagram or website and send them an inquiry. Believe it or not, this is how a lot of content creators partner with brands in the first place—they simply ask about how they can get involved.

For Sam Evans, creating content for brands is **“a major part of his revenue stream.”**

**“I love creating content on behalf of brands for their social media campaigns. This is where my skill set shines and I'm able to really set myself apart from other creators.”** And this strategy works well because that's something that brands will always need—content.

## Here's how you reach out to relevant brands:

- Draft a simple cover letter letting a brand know that you love their product and service, and that you'd like to create something personal and engaging for them to share with their followers
- Offer brands value by tagging them in stories and posts, and creating content specifically for certain areas or offerings of the brand.
- Target smaller brands that need help gaining a larger audience. Many start-ups or brands in smaller markets need all the help they can get to make an impact in their industry, and many of them are more willing to partner with creators who are just starting out or are actively seeking opportunities.

With all of this new information, you may feel like you want to hit the ground running with brand collaborations, but Jon Youshaei pointed out that **“creating is more about what happens off camera than on it.”**

**“The most impactful creators spend hours researching, brainstorming, scripting, and getting feedback before hitting the record button. That's the best way to build an audience and ultimately monetize: pour hours of your time for every second of their time. Show tons of value before trying to ask for even a fraction of it in return.”**

Once you build trust within your community and provide value that shows a true representation of who you are and what you stand for, brands will come knocking to get you on their team.

**“Do not see your followers as dollar signs,”** says Gunnar Deatherage. **“As a creator, these people follow you and you become a part of their lives. They get to know you through sharing your stories, your art, and above all, yourself. If you do want to sell merch to your followers or invite them to a member-only service, think about the added value you can add to their lives as well. Follower and creator relationships are symbiotic!”**



Alan Gray

Senior Research Psychologist, Tailify



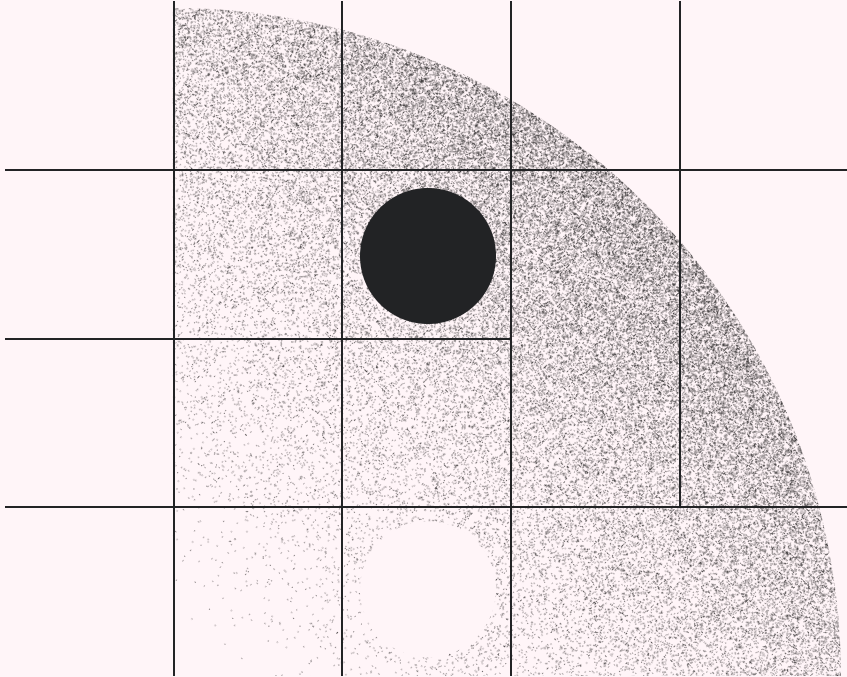
“So your channel is not making the kind of money you hoped and you're wondering whether it's time to team up with a brand you've never used, and to be honest, don't really like. Is this a good move? I'm afraid not. Your fans won't like it and neither will the brand. Chances are you'll fail to win over anybody. Why? Because the most persuasive actors are generally those we already agree with. I'll explain. Most of the time when we're arguing with people, we try to pit our position against theirs. I'm right, you're wrong etc. But a far better strategy is to try to draw parallels with our opponent's argument, so as to make our line of reasoning seem consistent with beliefs they already hold. This way, conceding to your point doesn't mean they have to accept the pain of being wrong—but rather allows them to easily abandon their own opinion in service of maintaining harmony and agreement. If you have few genuine values in common with a brand, it's unlikely you'll serve the product effectively, and even more unlikely that the brand will invite you back.”



[Link to guide](#)



# 10



10/10

---

*A final word* of  
advice



## It's the perfect time to join the creator economy. In recent years, entrepreneurship has undergone an immense democratization.

Thanks to the rise of peer-to-peer platforms, anybody can now start up a business without the need for seed capital or marketing know-how. It's also possible that the accessibility of it has continued to shape the way that creators market their products as well as see themselves.

**Here's a final word of advice from each of our creators that you can use to develop your own strategy moving forward:**

### Bianca Miller-Cole

"I would suggest brainstorming all of the different revenue sources that will enable you to build your business. And consider how you wish to be perceived and how you want to build your personal brand to create authentic connections with your audience while also building omnipresence and social circle."

### Briony Machin

"Find your niche, know your audience, and be 100% authentic. I think authenticity is the most important part of social media and is what will help you grow your community, and keep your following engaged. The better the relationship you can build with your community and the more trust they have in you, the more successful you will be if you decide to start monetizing your content."

### Corey Arvinger

"Focus on community-building. Start by building your Know, Like, and Trust with your people. Make content where you are being yourself and content that is easy for you to recreate even when no one is there to help you. Also, make sure you are following the social media trends and making them fit your niche."

## Duchess of Decorum

“Just start. No matter how long you prepare, the first few episodes/videos/etc. you create will never be “perfect.” The only way to improve as a creator and build your brand is to start ASAP and don’t quit!”

## Elizabeth Hidalgo

“Never put a price on someone else’s experience. If you look up to someone within your industry, ask about their rates and how you can learn from them. Nothing in life is free, you must invest time and lots of money in the right people. In addition to that, bet on yourself. No one else is going to do it for you. You will make it—just don’t stop.”

## Gunnar Deatherage

“Creativity is key! The internet is full of regurgitated ideas and those who think outside of the box—rather than following a trend—tend to succeed the most!”

## Jon Youshaei

“Embrace ‘The 3% Rule.’ The late Virgil Abloh once said that creating something new requires just making a 3% change to something old. The same applies to content. But most creators overdo it. They try to be 100% different on day one. As a result, they feel too distant and unfamiliar. Instead, study what’s working and tweak it. It could be the packaging, the format, or the style. Keep tweaking it until it feels like yours.”

## Kate Speer

“Consistency over perfection. And do it for you, at least part of it. At the end of the day, the creator economy is about the intersection of passion and people. If you cannot show up consistently with passion, you will not build a community, and if you cannot build a community, you will not succeed. In order to show up consistently, part of the work must empower you in addition to your community—it has to keep you coming back to it. Simply put, sustainability of practice has to be incorporated into whatever you build.”

## Sam Evans

“While monetizing is amazing and a great way for you to make a living and do what you love, it’s important to create non-monetized or branded content to keep your audience engaged and interested. Too much focus on making money off them or from them can push people away. Always keep track of where you’ve come from and why they’re following you in the first place!”

## Steven Bartlett

“Focus on building your community. This should be your number one priority. It serves as the foundation of all potential future monetization. You need a coherent understanding of what your community stands for and what service you are providing for those within it. Monetization of an audience is possible only once you’ve built a loyal following and established a level of trust. I’ve recommended everyone on my team read Charles H. Vogt’s *The Art Of Community: Seven Principles for Belonging*. This book focuses on the principles and importance of growing enduring, effective, and connected communities.”

## Tori Gerbig

“Be Authentic. I think the most successful creators are those that don’t put up a front and instead, show up in a very authentic way for their audiences. They take time to build a community and really cater their content to what that community wants to see more of.”

The creators interviewed don’t like to think of themselves as just influencers dabbling in influencer marketing. Instead, they feel that their role is an expression of their entrepreneurial spirit seizing an opportunity. The world will continue to change, and that means that the way people consume content will change, too. Many of the creators interviewed spoke of the need to operate across multiple platforms and achieve multiple revenue streams as the main way to maintain consistent growth. They spoke of the need to establish respect and credibility on each channel and maintained the importance of selling the product rather than oneself.

Overall, creators wanted to establish themselves as business people outside of their own self-marketing. There are so many different opportunities available for budding creators to pursue, and with that comes new communities of people to build trust with and learn from.



Alan Gray

Senior Research Psychologist, Tailify



“If you want people to like you, the best you can do is be vulnerable. Revealing the intimate truths of ourselves to another is a sure-fire way to build trust, connectedness and feelings of similarity. Influencers who reveal more will be liked more—so be honest, be open, and build that bond!”



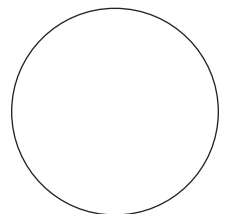
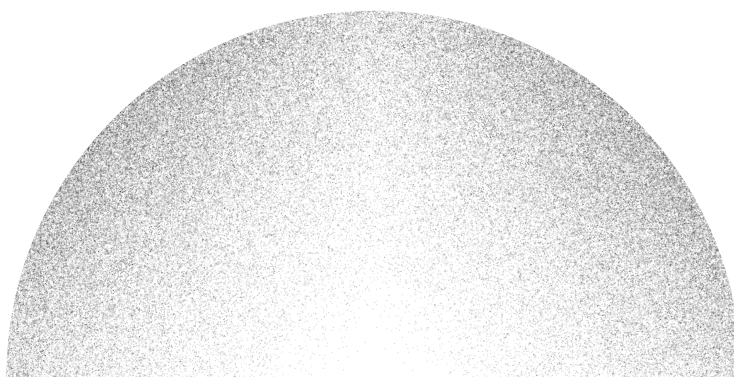
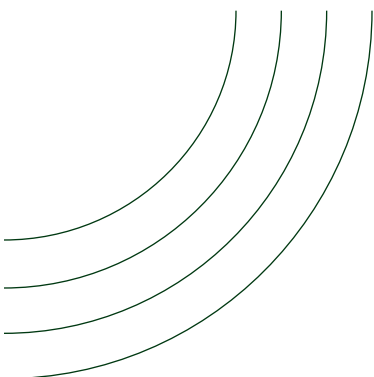
[Link to guide](#)



Fiverr is here to help you get started

Our team at Fiverr works closely with content creators and professionals all over the world. Better yet, we routinely collaborate with many top brands and companies across a variety of industries.

Whether you want help getting your new business off the ground or you want to pursue the freelance lifestyle for yourself, we have all the tools you need to make it happen. [Click here to become a part of our creator community and see what you can achieve.](#)



The Fiverr Creator Economy Guide is brought to you by Fiverr, the leading freelance services marketplace helping connect businesses to the world's best talent. The content has been developed in partnership with Tailify, a leading influencer marketing agency that specializes in behavioral science metrics, and Chase Yi, a talented freelance writer on Fiverr.

## About Fiverr

Fiverr's mission is to revolutionize how the world works together. We exist to democratize access to talent and provide freelancers with opportunities so anyone can grow their business, brand, or dreams. From small businesses to Fortune 500 enterprises, over 4 million brands worldwide have worked with freelance talent on Fiverr in the past year, ensuring their workforces remain flexible, adaptive, and agile. With Fiverr, companies can easily scale their teams with help from a diverse pool of skilled professionals from over 160 countries across more than 660 services, ranging from programming to 3D design, digital marketing to content creation, and video animation to architecture.

## About Tailify

Tailify: Influencer Marketing, Powered by Science. We are built on the premise that data only tells you what people do. Psychology and behavioral science tell you why they do it. Our ability to codify the psychological principles behind influence is what enables our AI and our service team to deliver you better influencer selection, messaging and measurement than any other agency or human. We're a team of cutting edge data scientists, marketers and psychologists determined to re-invent marketing. Tailify started in 2014 and moved HQ to London in mid 2016. Since moving to London, we've designed and managed over 400 influence growth programmes for brands like Uber, LG, IKEA and agencies like Group M and PHD. In 2019 we were awarded best influencer marketing company in Europe.

## Who helped write this guide?

Chase Yi is a freelance writer, photographer, and painter based in El Segundo, California. With over a decade of experience working in the creator economy, he aims to inspire others to pursue their passions and believe that they can create the life they dream of! You can check out more of his creative work at [www.film-poetics.com](http://www.film-poetics.com) and find him on Fiverr.