

Creator Income Calculator

Plug your numbers in. Get a realistic monthly revenue range.

Inputs:

- Followers (F)
- Avg engagement rate (E) — leave this in percent, e.g. 3.2
- Subscribers / true fans (S) — about 5-10% of F

Streams × their CPM × audience size:

Affiliate revenue (avg \$20 per active buyer / month):

$$AR = F \times E \times 0.02 \times 20$$

Digital products (avg \$30 / 1% conversion of S):

$$DP = S \times 0.01 \times 30$$

Brand deals (avg \$25 per 1K followers, 1-2 / month):

$$BD = (F / 1000) \times 25 \times 1.5$$

Membership / community (avg \$8/mo, 3% of S):

$$MEM = S \times 0.03 \times 8$$

Coaching / services (avg \$300/mo, 0.5% of S):

$$COA = S \times 0.005 \times 300$$

Total monthly range:

$$\text{Low} = 0.6 \times (AR + DP + BD + MEM + COA)$$

$$\text{High} = 1.4 \times (AR + DP + BD + MEM + COA)$$

Worked example — 10K followers, 4% engagement, ~600 subs:

$$AR = 10,000 \times 4 \times 0.02 \times 20 = \$16,000 \text{ (this is a ceiling — only top 5\% hit it)}$$

$$DP = 600 \times 0.01 \times 30 = \$180$$

$$BD = 10 \times 25 \times 1.5 = \$375$$

$$MEM = 600 \times 0.03 \times 8 = \$144$$

$$COA = 600 \times 0.005 \times 300 = \$900$$

Realistic monthly range: \$960 – \$2,250.

Find the gap. Pick the stream with the highest realistic upside. Build only that for 90 days.

— BoostLyke

Full 5-day email sequence coming after this PDF. Tomorrow: a 0 !' \$4K / month case study.