

Patreon Strategy & Growth — Workbook

This workbook turns the course into your own Patreon plan. Work through one section per module to design your tiers, build a content calendar, plan your launch, and set up retention. The included templates let you model revenue, schedule content, and track patrons as your page grows.

Patreon Foundations and the Membership Business Model

Establish your real take-home, your baseline metrics, and the membership angle your audience will pay for.

Exercise: Calculate What You Actually Keep

Pick three possible pledge amounts you might offer (for example 3, 9, and 20 USD). For each, subtract the fixed 0.30 processing fee, about 2.9 percent processing, and an 8 to 12 percent platform fee, and write down what you net. Note which pledge size keeps the highest share.

- What does a 3 USD pledge net you after all fees, and what percent is lost?

- How much more do you keep from one 9 USD pledge versus three 3 USD pledges?

- Given fees, what is the lowest entry-tier price you are willing to set, and why?

Worksheet: Baseline Metrics Snapshot

Fill in your current numbers (estimate if launching). These become the baseline you will compare against monthly. Leave any field you cannot yet measure blank for now.

Engaged free audience size (email + active followers)

Estimated conversion rate (1 to 5 percent)

Target patron count for month 3

Expected ARPU (target average pledge)

Assumed monthly churn rate (percent)

Resulting target MRR (patrons x ARPU)

Checklist: Pre-Launch Validation Checklist

- Polled or DMed my audience about what bonus content they want
- Identified my single best-performing free content type
- Studied 3 to 5 comparable creators' tier prices and perks
- Confirmed at least 10 people would plausibly pay
- Chosen a primary value angle (access, community, exclusive, status, or mission)

Designing Tiers That Convert

Build a three-tier ladder with a clear value gap, fee-aware prices, and benefit-led descriptions.

Worksheet: Three-Tier Ladder Builder

Design your entry, flagship, and premium tiers. For each, write the name, price, the one-sentence reason it is worth it, and the stacked perks. Make sure each tier visibly includes the one below it.

Entry tier name and price

Entry tier perks (2 to 3 scalable perks)

Flagship tier name and price

Flagship tier perks (everything in entry plus the headline value)

Premium tier name and price

Premium tier perks (everything in flagship plus a high-value or capped perk)

One-sentence value gap from entry to flagship

One-sentence value gap from flagship to premium

Exercise: Effort vs. Scale Sort

List every perk you are considering. Label each as scalable (one-to-many), semi-scalable, or non-scalable (one-to-one). Then place each perk in the right tier, putting per-patron time-cost perks only in high or capped tiers.

- Which perks cost you the same effort whether you have 10 or 200 patrons?
 - Which perks would eat your week at 200 patrons, and what cap will you set?
 - Does your flagship tier hold the perks most people actually want?
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Checklist: Page Setup Checklist

- Tier names give patrons an identity, not just a number
- Each tier description opens with the outcome, then lists perks
- Flagship tier is positioned as the obvious best value
- Added a 30 to 60 second intro video or strong banner
- Published 3 to 5 sample posts so the page is not empty
- Enabled annual plans for upfront cash and lower churn
- Set 1 to 2 public goals framed around content milestones

Launching and Building the Content Engine

Plan a sequenced launch to your warm audience and a content calendar you can sustain.

Worksheet: 4-Phase Launch Plan

Map your launch week. Set dates for each phase, write the single call to action, and define your founding-member offer and its deadline.

Tease dates and message angle

Founding-member offer (locked price or permanent bonus)

Launch-week email dates (at least two)

Platforms where I will post and pin the link

Single call to action wording

Last-call deadline date for the founding bonus

Exercise: Design Your Sustainable Cadence

Decide the posting rhythm you can hold on a bad week, then assign recurring formats. Confirm how far ahead you will batch so a sick week does not break the streak.

- What cadence can I hit even during my worst week?

- Which 3 to 4 recurring formats will I rotate so I never start from blank?

- How many weeks ahead will I batch and schedule (aim for 2 to 4)?

Checklist: New-Patron Onboarding Checklist

- Set an automatic welcome message thanking the patron and setting expectations
- Welcome message points to my single best members-only post first
- Included the community space (such as Discord) join link
- A valuable back catalog or early win is available the moment they join
- Stated my posting cadence so patrons know what is coming
- Plan to re-invite patrons who never engage before their next charge

Retention, Scaling, and Sustainable Income

Cut churn, win back lapsed patrons, grow ARPU, and execute a 90-day plan to dependable income.

Worksheet: Churn Diagnosis and Fixes

Separate your lost patrons into voluntary and involuntary. For each type, write the fix you will put in place. Track cancellation reasons so you can address recurring causes.

Estimated share of churn that is involuntary (failed payments)

Dunning steps enabled (payment-failure notifications on)

Plan for personally nudging high-value lapsed patrons

Downgrade or pause option offered at the cancel moment

Top recurring cancellation reasons observed

One consistency fix to prevent boredom-driven churn

Exercise: Reverse-Engineer Your Income Goal

Name your target monthly net income. Account for roughly 12 to 15 percent fees, then divide by your ARPU to find the patron count you need. Compare that to your current trajectory.

- What monthly net income counts as sustainable for me?
 - Accounting for fees and my ARPU, how many patrons does that require?
 - How many patrons must I net per month, after churn, to reach that in 6 to 12 months?
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Checklist: 90-Day Growth Execution Checklist

- Days 1 to 30: executed the launch sequence and onboarded founding patrons with early wins
- Days 31 to 60: held cadence and built a 2 to 4 week content buffer
- Days 31 to 60: reviewed first metrics (patrons, ARPU, churn)
- Days 61 to 90: turned on dunning and a win-back message to lapsed patrons
- Days 61 to 90: promoted annual plans and showcased upgrade perks
- Days 61 to 90: tested one new acquisition channel and measured its conversion
- Set weekly, monthly, and quarterly review rhythms

Your Action Plan

1. Choose your primary value angle and validate that at least 10 people would pay
2. Calculate your true take-home at three pledge prices and set a fee-aware entry price
3. Design a three-tier ladder with a clear value gap and a flagship middle tier
4. Sort every perk by effort and cap any non-scalable high-tier perks
5. Build and seed your page with an intro, value proposition, and 3 to 5 sample posts
6. Plan and run the 4-phase launch to your warm audience with a deadline-driven founding offer
7. Stand up a sustainable content calendar and batch 2 to 4 weeks ahead
8. Set an automatic welcome message and engineer an early win for new patrons
9. Turn on dunning and a quarterly win-back, and promote annual plans to lift ARPU
10. Review patrons, ARPU, churn, and net revenue retention every month and adjust

