

Creator Tips Playbook

Turn followers into supporters — the 9-step guide to earning from your audience

Most creators leave money on the table for one reason: they never ask. Not because tipping doesn't work — because the button is missing, buried, or awkward. This playbook fixes that in an afternoon.

By the end you'll have: a tip button that converts, a price that feels right, and a handful of ways to make people actually tap it — without becoming someone who begs.

● = Do this first. ● = Do this once tips are live. ● = Level up later.

1 · Pick your path

You have two ways to collect. Pick one to start — you can run both later.

- **External link** — point supporters to a tip jar you already have (Ko-fi, PayPal, Buy Me a Coffee). Fastest to launch, zero setup, but it sends people off your page.
- **Native tips** — one-tap payments that land straight in your bank via Stripe, tracked with supporter names and messages. Feels premium, keeps people on your page.

Rule of thumb: if you already have an audience that pays you, go native — every extra step (leaving your page, logging into a third party) quietly costs you tips. If you're just testing whether *anyone* will tip, start with a link — it's a five-minute experiment, not a commitment.

Example: a creator moved their "Support me" link from an off-site Ko-fi to a native button under their bio and tips roughly doubled the first month — same audience, same price, one fewer tap.

2 · Set a price that gets tapped

The number on the button matters more than you'd think. The single biggest mistake is offering **only** a blank "custom amount" box — it forces the visitor to decide what you're worth, and most just close it.

- ● Offer **three presets** — a small, a default, and a generous one. Most people pick the middle, so set the middle where you'd be genuinely happy to receive.
- ● Anchor the default at the price of **one coffee in your city** — familiar and guilt-free. €3–5 works almost everywhere.
- ● Add a **custom amount** for the fans who want to go big. A surprising share do — your occasional €20 tip usually comes from this box.
- ● Round to clean numbers. "€5" outperforms "€4.99" for tips — this isn't retail, it's goodwill, and nobody wants to count change to say thank you.

Why it works: people avoid the cheapest option (feels stingy) and the dearest (feels reckless), so a highlighted middle preset is where most tips land. A common, reliable setup is **€3 / €5 / €10** with the

€5 highlighted.

3 · Write a button label people relate to

"Donate" feels like charity. "Support me" feels like a favor. The best labels name a small, human, concrete thing.

- **Do** — "Buy me a coffee"
- **Do** — "Fuel the next video"
- **Do** — "Keep the newsletter free"
- **Avoid** — "Donate" · "Tip jar" · "Contribute"

Tie the ask to what you make. People tip the *thing they love*, not you in the abstract — so name what the money makes possible ("fuel the next drop"), not the transaction ("send money").

Example: swapping a plain "Donate" for "Buy me a coffee " is one of the highest-leverage one-word changes you can make — the label alone reframes a charity ask into a warm, everyday gesture.

4 · Put it where eyes already are

A tip button below the fold gets tipped by nobody. Put it where warm attention already is:

- ● Place it **right under your bio**, above your links — the first thing a warm visitor sees, when intent is highest.
- ● Repeat it **once more at the bottom**, after they've clicked around and warmed up — the people who scrolled your whole page are your warmest audience.
- ● Add a tip line to your **most-viewed link's description** ("loved this? there's a coffee button up top") — bolt the ask onto the thing that already earns clicks.

Why it works: a tip is a different kind of ask than a normal link, so it needs breathing room, not a slot buried in a stack of ten buttons. One clear, well-placed tip button beats three scattered ones every time.

5 · Give people a reason, right now

Tips spike around a moment, not on a quiet Tuesday. Manufacture the moment — and always ride it on top of value you just delivered:

- **Just shipped something?** "New drop today — if it helped, there's a coffee button. "
- **Hit a milestone?** "10k of you. Wild. Celebrating with a link in bio — thank you."
- **Made something free?** "This one's free forever. Tips are what keep it that way."

Why it works: nobody tips a request out of the blue. They tip a thing that just helped them, at the moment it helped — so the ask should be a footnote to a win, never the headline.

6 · Say thank you like a human

The thank-you isn't manners — it's the whole relationship, and it's what earns the *second* tip.

- ● Turn on **supporter messages** so you can reply — a real reply beats an auto-thanks every time.

- ● Shout out tippers in a story or post (ask first). Social proof makes the next person tap — support that gets noticed invites more support.
- ● Send a **one-line DM**: "Genuinely made my day — thank you." Thirty seconds, and it turns a one-time tipper into a regular.

Why it works: anyone can catch a one-off tip. A supporter who tips *twice* is the start of real, compounding income — and a warm, human thank-you is the cheapest way to earn that second one.

7 · Promote it without being weird

You don't need to beg. You need to mention it more than once, lightly, and move on. The line between "supported creator" and "person who won't stop asking" is cadence and tone.

- Pin one post about it — and don't apologize in the caption.
- Add a soft line to your content outro ("link in bio if you want to fuel this").
- Mention it when you *deliver* value, never when you're just asking for attention.

The formula: mention it, thank people, move on — about once a week, tied to a moment. Treat the tip button like a quiet door that's always open, not a toll booth people have to pass.

8 · Read the numbers

Ignore followers and likes — they tell you nothing about who'll pay. Watch the two numbers that do:

- ● **Tip conversion** — tips ÷ page visits. Even **0.5–1%** is healthy for a bio page. If it's near zero, the fix is almost always your label (Step 3) or placement (Step 4), not your audience.
- ● **Average tip** — if it's clustering at your low preset, your default is set too low; nudge the middle up.
- ● **Repeat supporters** — the real fans. A rising repeat rate means you've built support, not caught a lucky one-off. Treat those people like it.

Check monthly, not daily. Tips are lumpy — a single quiet week means nothing.

9 · Make it a habit, not an event

The creators who earn steadily aren't the ones who launched a tip button once. They're the ones who mention it lightly, thank people warmly, and keep making the thing worth tipping for. The button doesn't earn the money — the work does; the tip is your audience saying *keep going*.

Ship the button today. Perfect it over the next month.

Set up your tip button in Linkos → Monetization. Native tips are a small €2/mo add-on; the payout lands in your bank, and you keep it all minus Stripe's fee.