

CREATE ON YOUR OWN TERMS

Start a membership business to develop a direct relationship with your biggest fans and generate predictable, recurring revenue from your creative work.

[Get started](#)

In the words of our creators

"We use Patreon as a membership program to not only fund content, but to hold local events and give supporters exclusive perks."

Issa Rae, Video creator



Why membership?

Patreon is a creator-founded company, helping creators build membership businesses that empower them to create on their own terms.

Predictable revenue

Generate predictable, recurring revenue from your work through fans who pay you monthly

Fan connection

Connect with your biggest fans directly, free from the ads and algorithms that drive social media

Exclusive benefits

Give your fans what they want: a peek behind the scenes, extras they can't get elsewhere, and the pride of fueling what you do

Who uses Patreon

Podcasters Video Creators Musicians Visual Artists Communities

How does it work?

Membership is a relationship between you and your most engaged fans — the ones that choose to go a level deeper than just following you on social media. They become paying patrons in exchange for exclusive benefits you offer.

STEP 1

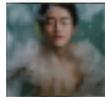
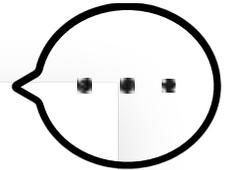
Tell your fans you're launching on Patreon.

Reach out to fans on your social channels to find out more about what kind of membership benefits they'd be interested in.



@JenCreator

Hey, thinking about launching a Patreon. What benefits would you all like to see?



[Eric D.](#) • 41 minutes ago

Woo, yes! Will you offer early access to videos?



[Aaron M.](#) • 37 minutes ago

How about including patrons in the credits of your videos?



[Abby P.](#) • 12 minutes ago

Aw, you don't need to do much. I'd just love to support you.

STEP 2

Set up your page and membership tiers, and launch!

Each tier has different benefits for different levels of engagement with you. When you're ready, launch your membership and tell your fans.



A handwritten signature in black ink, appearing to be 'Jesse'.

AN INVITE TO OUR MONTHLY MEETING AND VIDEO HANGOUT!

\$10 or more per creation

Includes:

Access to online concerts

Access to Community
Chat

MP3 Downloads

Monthly Hangouts

[Join \\$10 tier](#)

STEP 3

Develop relationships by taking them along on the journey.

Share updates, deliver benefits, and build community. Keep up the momentum by sharing on your social channels to bring more fans to Patreon.



5 years later: Exclusive post just for patrons!



 158

Write a comment



videos

behind the scenes

podcast

bonus content

patron only

**Patreon provides a home
for your membership
business with tools to
delights your fans, and**

What's included

Works with Patreon

Patreon connects with other apps and tools that help you run your membership

[See all apps](#)

Resources just for you

Is Patreon Right For You And Your Business?

In this article, we want to introduce you to the membership model—an effective, field-tested way for independent creators...

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6 Membership-based Business Models You Can Use On Patreon Today

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The 20 Most Useful Patreon Features & Integrations

As a creator, it's easy to feel like there just aren't enough hours in the day. Whether you're working on your project part time...

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