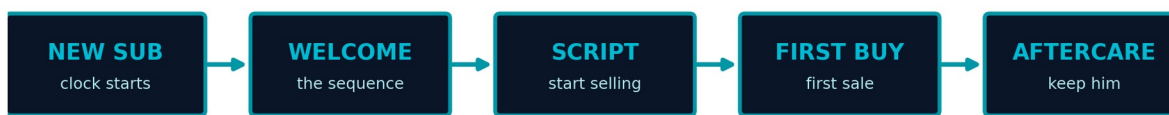


NEW SUBSCRIBER HANDLING

Chatter Standard Operating Procedure · DBCO

1. THE HANDLING FLOW

Every new subscriber runs through the same defined flow. Complete each stage before moving to the next:



2. STEP 1 — ASK FOR HIS NAME

The first action with every new subscriber is to get his name, before anything else. Getting his name early keeps the conversation personal and natural, and avoids addressing him by a username for the rest of the chat.

3. STEP 2 — RUN THE WELCOME SEQUENCE

Work through the sequence as written for the creator you're covering. It gathers information about the fan, builds connection, and sets up the script start. Apply the points below while running it:



3.1 Adapt to his replies

The sequence is a guide, not a rigid script. Follow it in order, but adjust to what he actually says. Some steps depend on how he replies — for example, if he turns the conversation sexual early, move ahead; if not, continue in order. If he asks a direct question, answer it, then bring him back into the flow with a natural anchor question. Never let a tangent pull you so far off that you don't complete the sequence.

3.2 The work check

Every sequence includes a check for whether he is at work. Handle it as follows:

Situation	Action
He is not at work	Continue the sequence normally.
He is at work	Have him find a private spot where he can be alone, then continue the sequence normally — you don't switch to a single piece of content, you proceed with the normal flow.

Do not skip work fans

The unlock rate may be slightly lower during work hours, but with good objection handling you keep the fan instead of losing him. If he later becomes a big spender, you simply provide fresh scripts. Wasting a script or two is better than abandoning a potential big spender.

3.3 Complete the sequence, then transition

When the sequence is complete, move into the opening script. After his first purchase, move into aftercare — reinforce the bond, do not disappear the moment the sale lands.

4. RULES — WHAT YOU MUST NOT DO

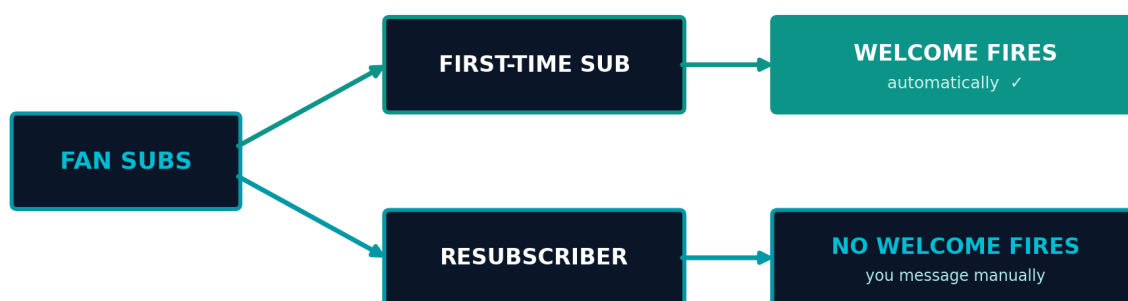
These are hard rules. Each one loses a subscriber:

Do NOT	Correct standard
Send a PPV before the sequence has built	Run the sequence first — gather info and build connection, then sell. No PPV in the opening messages.
Leave a new sub unmessaged	Contact every new sub while he is warm. A sub left cold for hours is lost.
Use a generic welcome opener	No "hey babe welcome to my page" or "thanks for subbing". The opener must be specific and engaging, not copy-paste.
Skip the sequence	It runs on every new sub, every time. No exceptions.
Wander off and never return	Adapt to his replies, but always bring him back and complete the sequence — no dead ends.

Do NOT	Correct standard
Drop a fan because he's at work	Reposition him (see 3.2). A work fan can still become a big spender.

5. RESUBSCRIBERS — MANUAL HANDLING

A resubscriber is a fan who cancelled and then subscribed again. Because he is not subscribing for the first time, the automatic Welcome Message does not fire for him — so he must be messaged manually.



5.1 How to handle a resubscriber

- 1. Identify him.** Check the Notifications tab for the alert that a fan has restarted their monthly subscription. Keeping that tab open during your shift is the easiest way to catch them.
- 2. Message him manually.** Use the creator's "Resubscriber" shortcut if the account has one. If there is no shortcut, send a warm message that acknowledges he came back and invites him to reply.

What this does

It re-engages a returning fan who would otherwise get no message at all — turning a silent resubscription into an open conversation.

6. THE STANDARD EVERY MESSAGE IS HELD TO

Every message you send must do one of three jobs:



The job	What it means
INFORMATION	Learn something real about the fan — what he's into, why he joined
CONNECTION	Make him feel he's talking to a person, not a script
SELLING	Move him toward the purchase naturally — not aggressively

The test after every message

"Did that move something forward, or did I just reply?" Work IN the chat, not THROUGH it. The new-sub window is where you gather the information and build the connection every future sale depends on.