



WELSH BULL

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# X MONETISATION GUIDE

From zero to your first payout

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- + Platform requirements in plain language
- + Every income stream, ranked by earning potential
- + The Welsh Bull growth framework applied to X
- + A 21-day execution plan

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# WHY X. WHY NOW.

The platform has changed. The opportunity is real.

Most people still think of X as a place to scroll news and debate in replies. Since 2023 X has rebuilt its revenue infrastructure from the ground up. It is now the only major social platform that pays creators directly from ad revenue at scale, without requiring video production or a large existing audience.

**611M**

Monthly active users

**+1.7M**

New users per day

**3.4x**

Avg replies per post year on year

**59%**

Users seeking news daily

## The Structural Shift

The 2024 algorithm changes were significant. X no longer simply rewards raw impressions. It weights engagement from Premium (verified) users. That creates a clear advantage for niche creators whose audiences care enough to subscribe to the platform.

Finance and crypto creators sit in the highest revenue categories on X. Advertisers pay a premium to appear alongside content about investing, markets and strategy. This is not a coincidence. It is a structural edge, if you position correctly from the start.

### KEY POINT

Finance and crypto niches command some of the highest ad rates on the platform. Your subject matter is already working in your favour. Structure compounds that edge.

## What Changed in 2024

- + Monetisation threshold dropped from 5,000 to 500 followers
- + Revenue now tied to Premium user engagement, not raw impressions
- + Communities give low-follower accounts access to millions of organic views
- + Subscriptions, Tips and Ticketed Spaces available to qualifying accounts
- + X Premium is required, but it is the smallest barrier in creator economics

# PLATFORM REQUIREMENTS

What you need. In plain language.

X monetisation has three hard requirements and several setup steps. None of them are difficult. All of them are non-negotiable. Understand exactly what you need before optimising anything else.

## THE THREE REQUIREMENTS

### X PREMIUM

\$8 per month

An active subscription is required. Premium at \$8/month unlocks the monetisation dashboard. Premium+ at \$16/month gives prioritised ranking in conversations. Treat this as your first operating cost.

### 500 FOLLOWERS

Verified accounts only

You need 500 followers total. Revenue is calculated on engagement from Premium (verified) users specifically. Quality of audience matters more than size.

### 5M IMPRESSIONS

In any rolling 90-day window

Five million organic impressions across your posts within the last 90 days. Communities are the fastest route here. Accounts with under 500 followers have hit this within two weeks using Community posts.

## ACCOUNT SETUP CHECKLIST

- Active X Premium subscription
- Stripe account connected (required for payouts)
- Profile complete: name, bio, profile photo and header image
- Verified email address and two-factor authentication enabled
- Account must be at least 90 days old
- No active policy violations on your account
- Monetisation enabled via Settings, then Creator, then Monetisation

### IMPORTANT

Payouts require a minimum of \$50 earned before a transfer is triggered. Connect Stripe before you start posting. Do not leave this until later.

# YOUR PROFILE IS YOUR PITCH

First impressions are made in under three seconds.

Your profile is your landing page. Every new follower, every brand, every potential subscriber checks it before they commit. A weak profile loses the room before you have said a word.

## Name

Clear, searchable and memorable. Your name should tell someone exactly who you are in a few words. Include a keyword that reflects your niche. Avoid numbers, underscores or anything that looks auto-generated. Example: Welsh Bull | Crypto Strategy signals credibility and positions the niche immediately.

## Profile Photo

Real face or strong brand mark. Nothing in between. Low quality or blurry images communicate exactly the wrong thing. If using a brand mark, ensure it renders cleanly at small sizes. High contrast. No background noise.

## Header Banner

Use the banner to state your value proposition, show a credibility signal, or direct people to your offer. Keep it clean: one strong visual, minimal text, brand colours consistent with everything else.

## Bio

Your bio has one job: make the right person click Follow. Lead with what you deliver. One line on what you do. One line on who it is for. One clear call to action with a link.

## Pinned Post

Pin your single strongest post. Not the most viral. The most representative. The one that shows exactly what you stand for and what someone gets by following you.

### BIO FORMULA

<b>What you do</b>	Crypto strategy and market structure for serious participants
<b>Who it is for</b>	Investors who want a repeatable process, not predictions
<b>Your edge</b>	Structured thinking. Discipline compounds results.
<b>Call to action</b>	Free framework below

# ONE NICHE. ONE VOICE.

Scattered content builds scattered audiences.

The algorithm does not care about effort. It cares about signal clarity. When you post consistently within one niche, X understands who to show your content to. When you post across five unrelated topics, the algorithm finds no reliable audience and neither does anyone else.

## Why Niche Consistency Builds Income

- + The algorithm categorises your account and pushes content to relevant feeds
- + Premium subscribers are concentrated in specific interest communities
- + Brand deals require a clear niche. No advertiser pays a generalist rate
- + Trust compounds faster when every post reinforces your expertise
- + Subscription revenue requires a reason to pay. Diffuse content gives none

## What Niche Means in Practice

It does not mean posting the same thing every day. It means every post connects back to one core identity. For Welsh Bull: crypto markets, structured investing, behavioural discipline and process-driven thinking. Every post fits that frame, even market commentary, even opinion.

CONTENT THAT WORKS	CONTENT THAT DOES NOT
Market structure commentary	Random lifestyle posts
Investing framework posts	Off-topic opinion threads
Risk management education	Unrelated news reactions
Portfolio allocation concepts	Memes with no niche connection
Crypto cycle analysis	Entertainment and sports content

### CONTENT TYPES THAT BUILD A MONETISABLE ACCOUNT

<b>Threads and deep dives</b>	High impressions, algorithm favoured, demonstrates authority
<b>Framework posts</b>	Builds your IP. The content followers save and return to
<b>Behavioural commentary</b>	Relatable, shareable, drives replies from engaged audience
<b>Market structure analysis</b>	Topical and timely. Drives strong engagement when markets move
<b>Short conviction posts</b>	Single-idea posts with high engagement relative to effort

# THE GROWTH ENGINE

Communities. Replies. Algorithm mechanics.

Growing on X without understanding its two primary amplification tools is like driving with the handbrake on. Both are free. Both are underused by serious creators. Both are essential.

## Communities: Your Fastest Growth Lever

X Communities function as internal content networks. Posts made inside a Community do not require followers to get impressions. The Community audience already exists and is searchable. Accounts with under 300 followers have generated over 5 million impressions from a single Community post. This is documented and repeatable.

### HOW COMMUNITIES ACCELERATE GROWTH

- + Community explore tabs surface your posts to all members regardless of your follower count
- + Long-form text posts in Communities receive algorithm boosts. X is prioritising written depth
- + Verified members engage inside Communities. These are your monetisable impressions
- + Connection posts generate rapid verified follower growth between Premium subscribers
- + Reciprocal following between verified users accelerates both sides toward the 500-follower threshold

### RECOMMENDED COMMUNITIES FOR CRYPTO AND FINANCE CREATORS

<b>Build in Public</b>	Builders and transparent creators. Strong verified user base.
<b>Active Creators Club</b>	Growing creators with active mutual support culture.
<b>Kreative Krew</b>	Content and creative community with solid engagement rates.
<b>Creators Hub</b>	Multi-niche creator growth with consistent activity.
<b>X Knowledge Hub</b>	Knowledge sharing and expertise positioning.

## Strategic Replies: Borrowed Audiences

Large accounts have pre-built audiences that are already engaged. A well-constructed reply that adds genuine value to a high-performing post gets shown to a fraction of that existing audience. This is zero-cost exposure to thousands of relevant accounts.

The reply must add real value: a counterpoint, a deeper insight, a structured take on the same topic. Generic agreement gets no traction. Substance drives profile visits, follows and replies of its own.

## WHAT A GOOD REPLY LOOKS LIKE

- + Directly responds to the specific claim in the post, not the topic in general
- + Adds a layer the original post did not include: data, a framework or a contrarian view
- + Is written to be read by the original poster's audience, not just the poster
- + Keeps the same professional tone as your own content. Replies are part of your brand
- + Does not promote your own content directly. The quality of the reply does the work

### TACTIC

Turn on notifications for three to five large accounts in your niche. Aim to be in the replies within the first ten minutes of their posts. Early replies get disproportionate visibility as the post gains traction. Fifteen minutes of strategic replies daily will outperform three extra posts a week.

## Measuring What Matters

Most creators check the wrong numbers. Total impressions is a vanity metric. What you are building toward is verified user engagement because that is what drives monetisation eligibility and revenue calculation.

Metric	What It Tells You
Total impressions	Reach. Useful for hitting the 5M threshold.
Profile visits	Whether your content is creating curiosity. High visits, low follows means bio needs work.
Verified engagement	The metric that drives ad revenue. Replies and likes from Premium users.
Follower growth rate	Whether your content is attracting the right audience consistently.

# INCOME STREAMS RANKED

What actually pays. And what the numbers look like.

X offers multiple income streams. They are not all equal. The following ranks them by realistic earning potential for a focused niche creator in finance and crypto. Figures are based on documented creator earnings, not projections.

## 01 **Brand Deals and Sponsorships**

Highest earning potential

Brands pay directly for promoted posts in your niche. Finance and crypto CPMs are at a premium. A creator with 5K to 50K engaged followers can command \$200 to \$2,000 per post. Audience quality matters more than size.

## 02 **Subscriptions**

Predictable recurring income

Offer exclusive content such as deeper analysis, private threads or early access. X takes 3% until \$50K earned. A consistent value delivery drives retention. A creator with 25K followers reached \$4,000 per month with 800 subscribers at \$4.99.

## 03 **Digital Products**

\$5 to \$500 or more per sale

Guides, frameworks, templates and courses. High margin. One-time effort with recurring sales potential. Drive traffic from X posts directly to your product page. Gumroad works well for this.

## 04 **Ad Revenue Sharing**

\$8 to \$12 per one million verified impressions

X pays based on Premium user engagement in replies to your posts. Finance and crypto CPMs sit at the top end of the range. Passive once the threshold is met, but supplementary rather than primary income at typical creator volumes.

## 05 **Ticketed Spaces**

\$500 to \$4,500 per event

Live audio events with paid entry. A career coach charging \$15 per ticket with 300 attendees generates \$4,500 per session. High effort but high yield for educators and strategists with an established following.

## 06 **Tips**

Supplementary income

Simple tip button integrated with Cash App, Venmo and crypto wallets. Not a primary revenue stream but frictionless for one-off support from engaged followers.

## REALISTIC MONTHLY EARNINGS BY STAGE

Stage	Followers	Primary Stream	Realistic Monthly
Starting out	500 to 2K	Ad revenue	\$20 to \$150
Building	2K to 10K	Subscriptions	\$200 to \$800
Established	10K to 50K	Brand deals	\$1,000 to \$5,000
Scale	50K+	All streams	\$5,000 and above

### STRATEGY

The highest earners on X do not rely on a single stream. They use ad revenue to fund their presence, subscriptions for predictable income and brand deals for the multiplier. Stack the streams in that order.

# THE STRUCTURED APPROACH

Discipline and process applied to building on X.

The same principles that separate disciplined investors from emotional ones apply directly to building a monetisable presence on X. Structure removes guesswork. Consistency compounds. Process produces results that reaction never can.

## Define the Rules Before You Start

Before posting anything, decide your posting schedule, your content pillars and what success looks like at 30, 60 and 90 days. Creators who define these rules upfront outperform those who post reactively every single time.

### THE THREE PHASES

#### LEARN

Understand the platform mechanics before optimising anything

Learn which content types drive Premium user engagement in your niche

Study the Communities that contain your audience. Join three, post in two

Identify five large accounts whose audiences overlap with yours

Understand the payout structure and what counts toward eligibility

#### MANAGE

Define your posting schedule before you start. Consistency beats intensity

Track impressions weekly, not daily. Short-term data is noise

Maintain niche discipline. Every post should fit your content pillars

Manage Community presence: two to three posts per week per Community

Protect your account standing. No policy violations, no spam behaviour

## SCALE

Scale posting frequency only after your process is consistent and producing results

Add income streams in order: ad revenue, then subscriptions, then digital products, then brand deals

Reinvest early earnings into better content, not more content volume

Scale your offer before scaling your audience. Know what you are selling first

The fundamentals that build a great investor profile build a great creator profile too

***Earn the right to scale. Prove the process first.***

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### The Mistakes That Slow Everyone Down

Most creators do not fail because they lack talent or ideas. They fail because they abandon the process before it has time to compound. These are the most common patterns.

- + Changing niche or voice after two weeks because growth feels slow. The algorithm needs time to categorise your account
- + Posting every day for a week then going dark for two weeks. Consistency is the entire strategy
- + Chasing viral moments in other niches. One viral post outside your niche confuses the algorithm and attracts the wrong audience
- + Setting up monetisation before the fundamentals are in place. Revenue follows trust, not the other way around
- + Comparing your week one to someone else's year two. The only benchmark that matters is your own previous week

#### PRINCIPLE

Patience is not passive. It is making the same disciplined decisions repeatedly while others are reacting to noise. That consistency is what compounds.

# YOUR 21-DAY ACTION PLAN

Week by week. No guesswork.

Three weeks. Three phases. Clear actions each day. Follow it with the same discipline you would apply to any structured process. Adjust based on data, not emotion.

## WEEK ONE

Days 1 to 7 | Foundation

- Day 1**    Subscribe to X Premium. Connect Stripe. Update profile: photo, banner, bio.
- Day 2**    Join five Communities relevant to crypto and finance. Observe for one day.
- Day 3**    Post your first Community post. Use a connection-seeking or framework-sharing format.
- Day 4**    Identify five large accounts in your niche. Turn on notifications for each.
- Day 5**    Reply to two large account posts. Add genuine insight. Track profile visits.
- Day 6**    Post a short conviction post to your main feed.
- Day 7**    Review impressions, profile visits and new followers. Adjust what needs adjusting.

## WEEK TWO

Days 8 to 14 | Momentum

- Day 8**    Write a structured thread of three to five posts on one concept. Post to feed and Community.
- Day 9**    Spend twenty minutes in large account replies. Be specific and add real value.
- Day 10**    Post a second Community connection post. Return follows to new verified accounts.
- Day 11**    Framework post: share one element of your investing or analysis process in plain language.
- Day 12**    Engagement day: reply to five people who engaged with your content this week.
- Day 13**    Post a market commentary or structure take relevant to current conditions.
- Day 14**    Check analytics. What generated the most replies from verified users? Post more of that.

## WEEK THREE

Days 15 to 21 | Monetisation Setup

**Day 15** Confirm eligibility status in Settings, then Creator. If at threshold: activate.

**Day 16** Set up Subscriptions. Define your exclusive content offer clearly. Price at \$4.99.

**Day 17** Create or finalise your digital product. Link it in your bio and pinned post.

**Day 18** Thread day: publish your most valuable piece of content yet. Cross-post to Communities.

**Day 19** Reach out to two accounts for mutual promotion or collaboration.

**Day 20** Identify one brand whose audience overlaps yours. Draft an outreach message.

**Day 21** Review all three weeks. Document what worked. Build week four from your own data.

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## FINAL WORD

X is not going to make you rich overnight. What it will do, if you operate with structure, post consistently within your niche and engage strategically rather than reactively, is compound. That compounding is the point.

***Structure creates confidence.  
Discipline compounds results.  
Process beats prediction.***

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Welsh Bull on X

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