

STUDIO FOR CREATORS · FROM \$100/MONTH

Your portfolio, your studio, your platform.

You're a creator. YouTube, TikTok, Instagram, Substack — that's where your audience finds you today. But the platform owns the relationship. Studio builds you the site you actually own.

Start scoping — \$100/month (</contact?tier=studio-one&segment=creators>)

Show me what's possible (</portfolio>)

Want the institutional view instead? [Pillar Studio → \(/studio\)](/studio)

Why this segment picks Pillar.

Your URL. Your audience.

A site that points at you, not the algorithm. The audience that visits is yours; the email list you build is yours; the IP is yours.

Multilingual on request.

Spanish, English, French at v1. If your audience is multilingual, your site can be too — a Studio Suite upgrade away.

Built for the AI-search era.

Schema markup, structured data, AEO-friendly content patterns. AI engines pick you up; you don't have to learn how that works.

Direct-to-fan commerce optional.

Newsletter signup, paid subscriptions, merch links, course storefront. Studio works with the commerce stack you already use.

Market Context

01 — From platform tenant to channel owner

The creator economy now moves more than \$250B a year, yet the vast majority of creators still rent their audience from platforms that can throttle reach overnight. The graduation move is an owned home: a website on a real .com that compounds while handles come and go.

\$250B+

Creator economy size, 2024

GOLDMAN SACHS

50M+

Creators globally; 4.2M earning \$50K+/year

SIGNALFIRE 2024

~15%

Creators with their own website (vs. Linktree/social-only)

INDUSTRY ESTIMATE

20-40%

Reach lost per major TikTok/Instagram algorithm update

PLATFORM ANALYTICS AGGREGATES

5-10X

Owned-channel revenue per follower vs. platform revenue

CREATOR MONETIZATION BENCHMARKS

\$1.9B

Podcast ad revenue, 2024

IAB

The structural shift is clear across every creator category. Newsletter writers built \$50M+ ARR on Substack's 35M+ subscriber base, YouTube counts 4M+ monetizing channels, and course creators on Kajabi, Teachable, and Podia together cleared \$3B+ in 2024 earnings. But each of those numbers sits on rented land. A single algorithm change can erase 20-40% of organic reach, and a platform handle has no resale value when the platform fades. The creators who compound across a decade are the ones who route their audience through an asset they own.

An owned website is also where AI discovery is heading. AI Overviews and answer engines increasingly cite creator-run sites as authoritative sources for niche topics, which is exactly where individual experts beat generic publishers. A creator with a real .com, structured content, and consistent topical authority gets cited; a Linktree does not. This is the same dynamic [Pillar Authority \(/authority/\)](#) is built around for operators, applied to the creator's personal brand.

[Pillar Studio for Creators \(/studio/\)](#) exists for the graduation moment. For \$100-\$500/mo, a creator gets a full creative team and a site on a Pillar-curated .com domain, designed as a long-term audience asset rather than a marketing brochure. Newsletter archives, podcast feeds, course funnels, and YouTube hubs all live under one owned roof, where revenue per follower runs 5-10x platform rates and the brand survives any single platform's decline. See the [portfolio \(/portfolio\)](#) for live examples.

Questions for for creators.

Can I migrate my existing site?

Yes. Studio One can take over an existing site (we rebuild it on our infrastructure with the new design) or build alongside until you migrate. The scoping conversation defines which approach fits.

Do you integrate with Substack / Beehiiv / Patreon?

Yes — Studio sites coexist with newsletter platforms, paid-subscription tools, and creator-commerce stacks. The site is the front door; the existing tools handle the transactions.

What about SEO for my existing audience?

Studio One ships with the SEO/AEO baseline (schema markup, structured data, etc.) included. If your existing audience is large enough that you want category-wide distribution, Pillar Authority is the upgrade layer.
