OneHub

Artist Playbook

Earn Recurring Revenue and Engage Fans

June 2025

Step by Step Guide
Follow this playbook to start **earning recurring revenue** and **engage with your fans**.

Welcome to your
OneHub helps Artists and Creators engage Fans with all of their Collections under one Roof. Your OneHub is your own dedicated site to create, sell and create engagement with your digital Art.

Don't have one yet? **Visit www.OneHub.Kred**

OneHub →

What can OneHub do for you?

Bring all your NFTs under One Roof

Present your entire body of work with support for 22 blockchains and popular platforms

Creators Generate Revenue

Build multiple revenue streams including Fan Subscriptions, NFT Sales, Physical Products, Marketplace and Royalty Fees
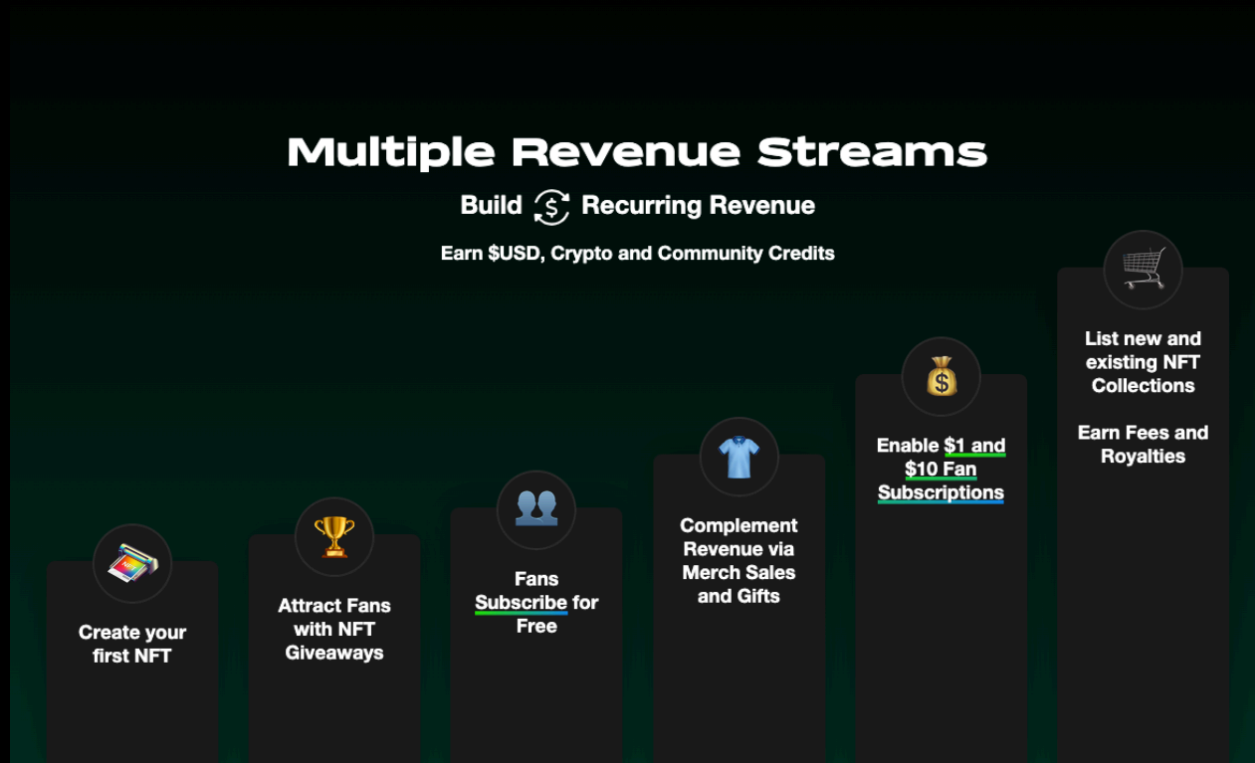
Enhance the experience for your Collectors

Allow your Collectors to "Put their NFTs to Work" by attaching benefits, custom physical products and derivatives to your NFTs

Keep track of your biggest fans

OneHub helps turn wallet addresses into people. View all your collectors, subscribers and supporters in your Collector CRM.

OneHub Revenue Lifecycle

OneHub helps Artists create recurring revenue through frequent fan engagement.

1. **Attract Fans with NFT Giveaways**
   Artists share NFTs with their followers on social

2. **Fans Subscribe for Free**
   Followers who claim the free NFT become Subscribers on the Artist's OneHub

3. **List on OneHub**
   Artists earn marketplace fees and royalties when selling Art on their OneHub

4. **Add Products to OneHub Shop**
   Complement Subscription and NFT sale revenue with physical products

5. **Enable Premium Subscriptions**
   Invite Fans and Superfans to unlock Special Artist Subscription Plan inclusions

6. **Launch a Paid NFT Drop or Collection**
   OneHub supports minting on 6 different blockchains

1. Attract Fans with NFT Giveaways

Offer Free Subscriber Collectible NFTs as a way to attract fans to your OneHub.
Share these links with your followers on social, fans who collect these Free Subscriber Collectible NFTs will automatically become Subscribers on your OneHub.

NFT.NYC Artists have collectively gained thousands of Subscribers with OneHub - See recent Subscriber Collectible NFTs here: **https://onehub.nft.nyc/category/NFT.NYC-2025-Postcards**

Free Subscriber Collectible NFTs
Each month create Free Subscriber Collectible NFTs for your existing subscribers and to attract new subscribers.

For Free Subscribers we recommend creating **Derivatives

1. **Derivative NFTs** celebrate an **existing popular artwork** without diluting the supply of the original NFT. Common types of derivative NFTs include **NFT Posters** or **Postcards.**

2. An **NFT Derivative** (NFT Poster or Postcard) for the **Free Plan Subscriber Collectible NFTs will** be minted as a **quantity of 20** (10 free and 10 paid)

Example: Ember & Void Poster on bstract.nft.nyc
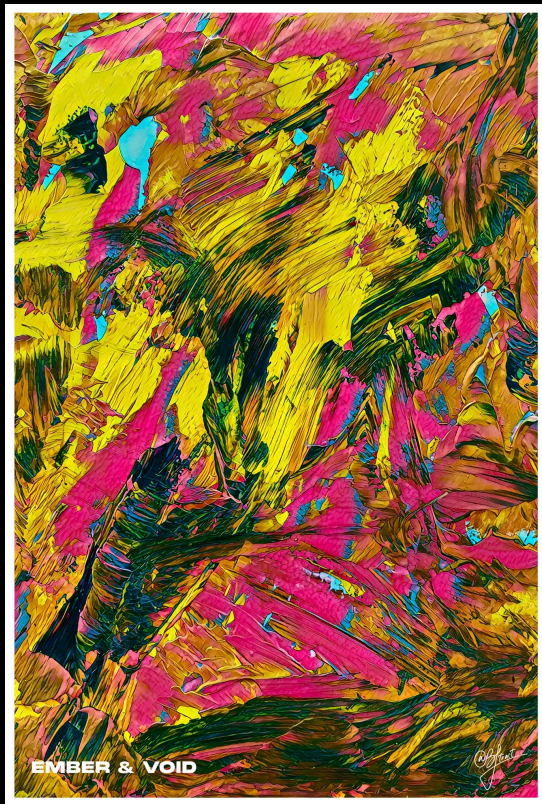
2. Fans Subscribe for Free

Followers who claim the Free NFT become Subscribers on your OneHub.

Fan Subscription Plans exist to keep your fans engaged and interacting with your OneHub on a regular basis.

Subscribers can see all the NFTs they are eligible for under **Subscriber Collectibles**.
Some NFTs require the subscriber to upgrade to a paid plan.
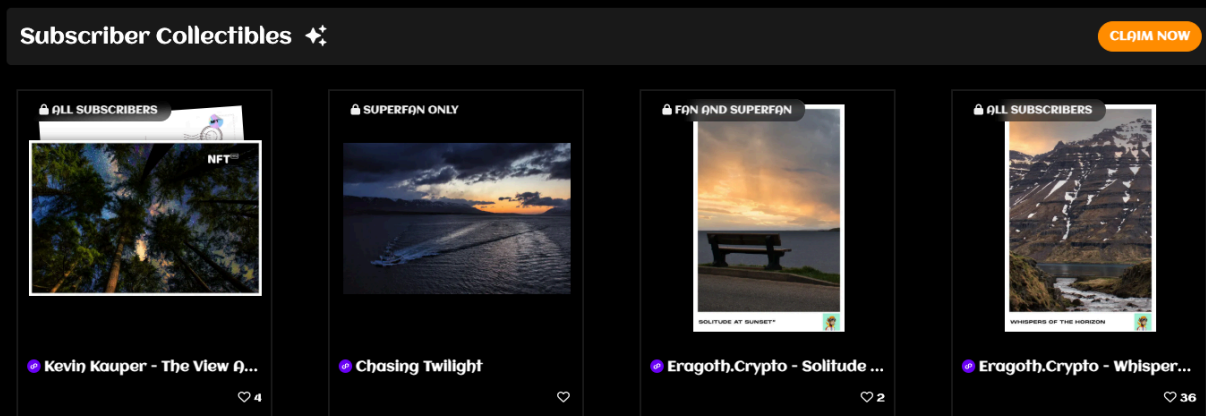
Free Subscribers also receive a **Welcome email** and their very own **Proof of Fandom NFT.**

Proof of Fandom NFTs
This special token represents the Subscribers connection and support for the Artist.
Subscribers are encouraged to share their Proof of Fandom NFT on social media and are rewarded with Community Credits and will help drive more traffic to the Artist OneHub.

See example Proof of Fandom: **EragothCrypto**
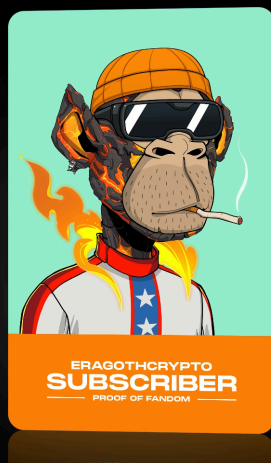
3. List on OneHub

Earn marketplace fees and royalties when selling NFTs on your OneHub.

You can list NFTs for sale and denominate them in:
1. Fiat ($USD)
2. Crypto
3. Community Credits (on platform currency)

Configure payment methods then select your preferred payout method when listing your NFT for sale:

$ Receive Fiat

Buyers can pay with a credit card. You will receive fiat in your bank account.

♦ Receive Crypto

Buyers can pay with crypto from their wallet or with a credit card. You will receive crypto in your wallet.

◎ Receive Community Credits

Buyers can pay with Community Credits. You will receive Community Credits in your account.

Follow these steps to configure the different payment methods:
https://www.nft.kred/help/enable-payment-methods

4. Add Products to OneHub Shop

Complement Subscription and NFT sale revenue with physical products.
With your OneHub you can choose from a collection of physical products and make these items available to be purchased by anyone who comes along to your **OneHub Shop.**
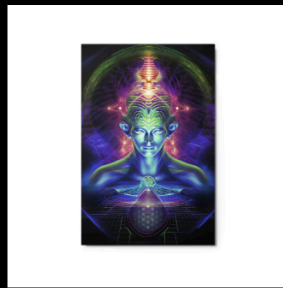
There are currently **over 10 Physical Products** that you can add to your OneHub Shop.
All you have to do is select the NFT you want to tie to a Physical Product and OneHub will handle all the logistics including:

1. Creating the physical product featuring your Art
2. Checkout process for the purchaser
3. Shipping and Delivery of the item to the purchase

See example Shop from: **ChazzGold**

Follow these steps to start your OneHub Shop:
**https://www.nft.kred/help/how-do-i-add-physical-items**

5. Enable Premium Subscriptions

Invite Subscribers to upgrade to Premium Subscribers to unlock Premium NFTs and exclusive offers.

In addition to the Free Subscriber plan, you can configure **2 paid Subscription Plans** (Fans and Superfans). These plans aim to help Artists **earn recurring revenue** and **gamify the experience for fans**.

Step one in the long road to achieving recurring revenue is to set up paid Fan Subscription Plans. We expect this process will take about 6 months to build before starting to gain traction and kickstart your **recurring revenue flywheel.**
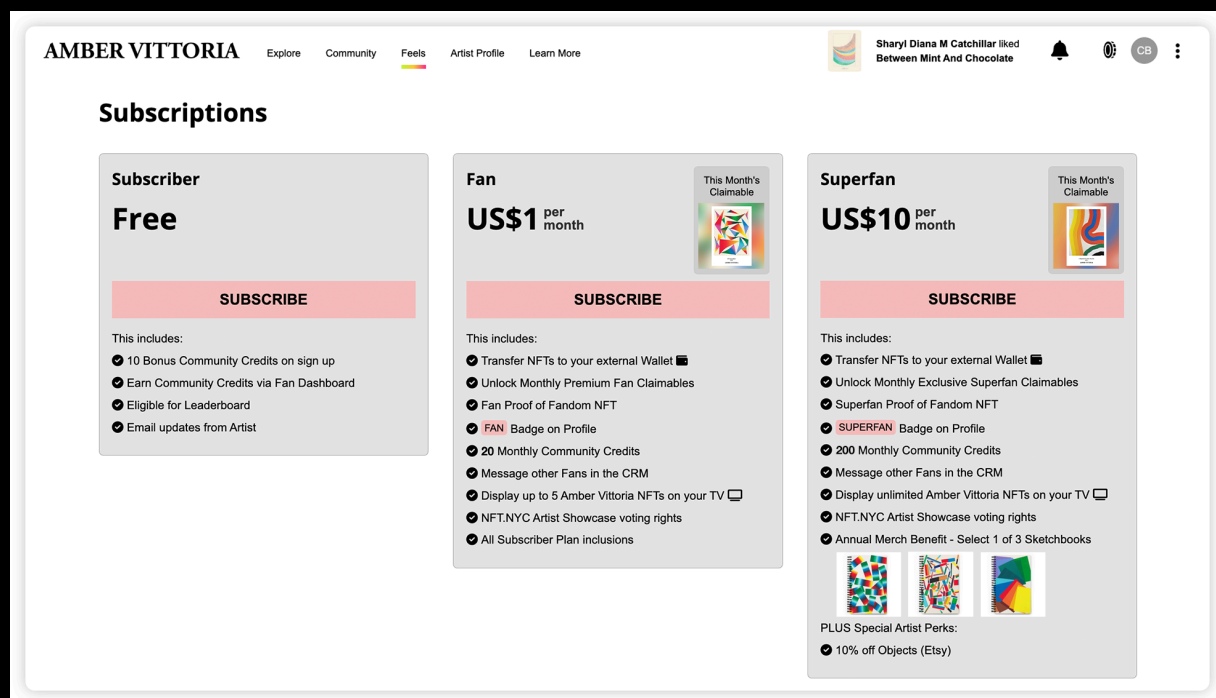
Subscription Plan Inclusions

Paid Subscribers can receive the following from OneHub:
   a. 📅 **Monthly Collectibles**: Fans keep coming back for exclusive NFTs!
   b. 🎉 **Proof of Fandom Collectibles:** Unique Collectibles recognizing their support.
   c. 💎 **Community Credits**: Fans earn daily rewards as they engage with your OneHub!
   d. 🛠️ **Turn NFTs into Merch**: Your OneHub Shop allows fans to purchase physical products featuring your Artwork.
   e. 🎙️ **Live "Town Hall" Meetings**: Host a workshops or sessions to connect and share ideas with your Fans.
   f. 📺 **Showcase your NFTs on any digital screen**: Allow fans to curate their own Gallery with NFTs from your OneHub.

Paid Subscribers can receive the following from the Artist:
These are special subscription plan inclusions provided by the Artist that encourage sign ups.
Each plan and additional inclusion configured by the Artist are designed to **create distribution and awareness** of your artwork.

Suggestions for Special Artist Perks include:
   a. 🖼️ **Exclusive Physical Products** (e.g. framed prints, hoodies or sketchbooks)
   b. 🎥 Access to private **OneHub Live Video Call**
   c. 💎 Early Access to **NFT Drops**
   d. 🤝 **1-on-1 Meeting** with the Artist (Physical or Virtual)
   e. 🎨 **Artist Tutorials** (Learn how to make Art using your preferred software tools)

Monthly NFTs for Paid Subscriptions
Similar to Free Subscribers, **Paid Subscribers** can also collect NFTs from your OneHub.

**Each month you should plan to:

1. Reuse existing NFT Artwork for the **$1/mth plan** to create **Derivative NFTs**
   These derivative NFTs celebrate an **existing popular artwork** without diluting the supply of the original NFT. Common types of derivative NFTs include **NFT Posters** or **Postcards**

2. Produce new NFT Artwork for the **$10/mth plan** to create **Original NFTs**
   These original NFTs are new pieces of Art that can be created into any format, size or aspect ratio.

20 Derivative NFTs (NFT Poster or Postcard) for your **$1/Month (Fan) Plan**

Example: CozySzn Poster on juujuumama.nft.nyc

**10 Original NFTs for your $10/Month (Superfan) Plan**

Example: Tangled on j3nn1b33.nft.nyc

6. Launch a Paid NFT Drop or Collection

Once you have gained momentum and started gaining subscribers you should launch an NFT Drop or Collection on your OneHub. Simply upgrade your OneHub Plan to **Creator Growth Suite** to access this feature.
OneHub supports minting on Ethereum, Polygon, Base, Solana, Flow and Bitcoin (as Ordinals).

Create a new Collection on OneHub (on the /new page):
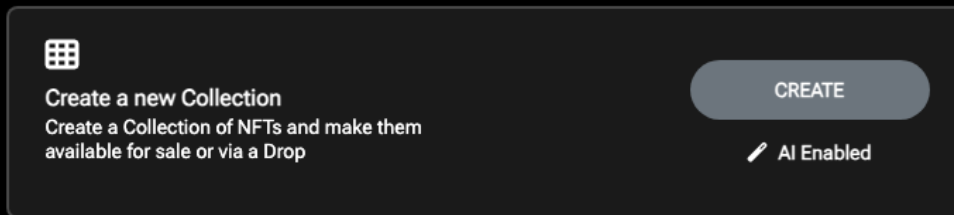
Once your Collection is created, reach out to your OneHub Community and Subscribers via your Collector CRM.

Collector CRM:
Your Collector CRM matches Collector data to help turn wallet addresses into people.
Export your Collector CRM by **downloading a CSV** of Community data to re-engage fans and Subscribers via email or social campaigns.
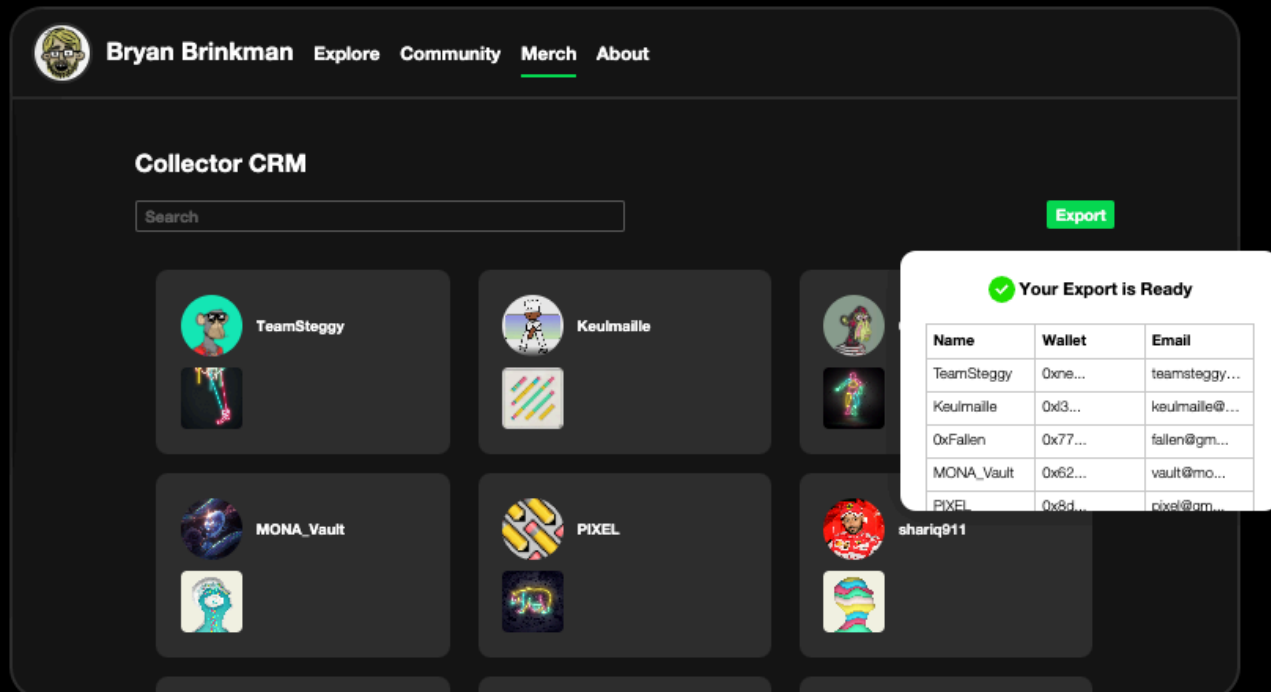
***Use this CSV export to **notify your Community** about your NFT Drop or Collection launch

Appendix #1: OneHub Launch Checklist

Before launching your OneHub, make sure you've completed the following:

✅ Make your OneHub all about You

- Choose your OneHub domain
- Add your logo, colors, styles and fonts
- Add a Learn More page with your Artist CV
- Link to your OneHub Profile in external social posts and **social bios**

✅ Bring all of your NFTs under One Roof

- Import from 22 blockchains, including **Ethereum, Solana, Base, Polygon and more**
- Import from your Artist profile on popular platforms, including Foundation, KnownOrigin, SuperRare, Rarible, NiftyGateway and OpenSea

✅ Connect your Wallet

- Verify ownership of your imported Collections
- Earn crypto payments when you **sell via primary or secondary sales**
- Optionally **earn a transaction fee** on all crypto sales on your OneHub
- **Activate your listings** on your OneHub so that Fans and Collectors can buy directly from your OneHub without the distraction of public marketplaces

✅ Set up Stripe

- Earn fiat directly into your bank account when fans buy NFTs or physical products with a debit or credit card
- Optionally customize sales receipts with your OneHub branding

✅ Configure Fan Subscriptions

- Keep subscribers engaged and coming back to your OneHub through **fan leaderboards** that **reward with unique perks**
- **Earn monthly recurring revenue** from Paid Subscribers
- **NFT.NYC will help drive traffic** to OneHubs that enable subscriptions

Get Inspired

If you need more inspiration see what other Artists have done to kickstart engagement on their OneHubs:
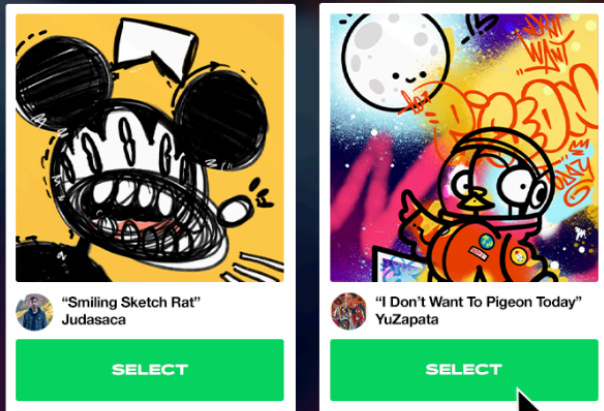
NFT Postcard Giveaway

Bogota art and design duo Judasaca and YuZapata each launched their OneHubs with a giveaway of NFT Postcards.

Each Postcard could be claimed in one click, and could be simply collected or have a message added to the back before being passed on.

The first to claim were rewarded with physical copies of the limited artwork.

1

Mint your NFT Postcard

Mint with new or existing artwork using the NFT Postcard Template.

Create NFT > NFT Postcard

2

Add a Benefit

Choose from Printed Postcards and 20+ other Benefit types.
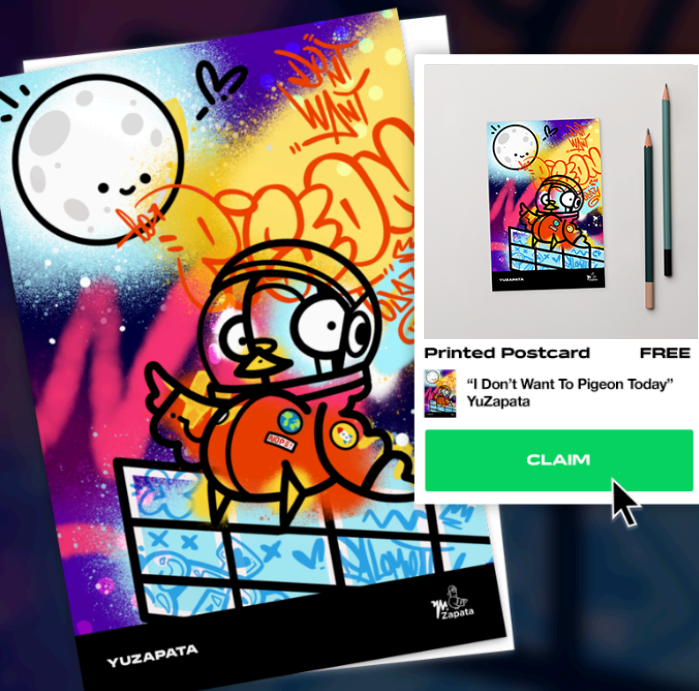
NFT Page > Manage Benefits > Printed Postcard

3

Share

Fans sign up or log in to claim and redeem the NFT Benefit.

Fans who claim your NFT Postcard will appear in your Collector CRM.

"Smiling Sketch Rat"
Judasaca
SELECT

"I Don't Want To Pigeon Today"
YuZapata
SELECT

Printed Postcard   FREE
"I Don't Want To Pigeon Today"
YuZapata
CLAIM

Proof of Viewership

Carolina Coto is a founder, model, actor, digital artist & web3 consultant and Brand Ambassador of Costa Rica.

Her OneHub features her art alongside the CryptoBrujas collection and provided her the ideal platform to launch her new podcast, introducing her community to the patrons of the Ombruja universe.

Viewers of the Podcast are rewarded with a Proof of Viewership NFT, redeemable for an Ombruja bucket hat.

1

Mint your Proof of Viewership NFT

Mint with new or existing artwork using the basic NFT Template.

Create NFT > Create New NFT

2

Add a Benefit

Choose a Physical Product to redeem or 20+ other Benefit types.

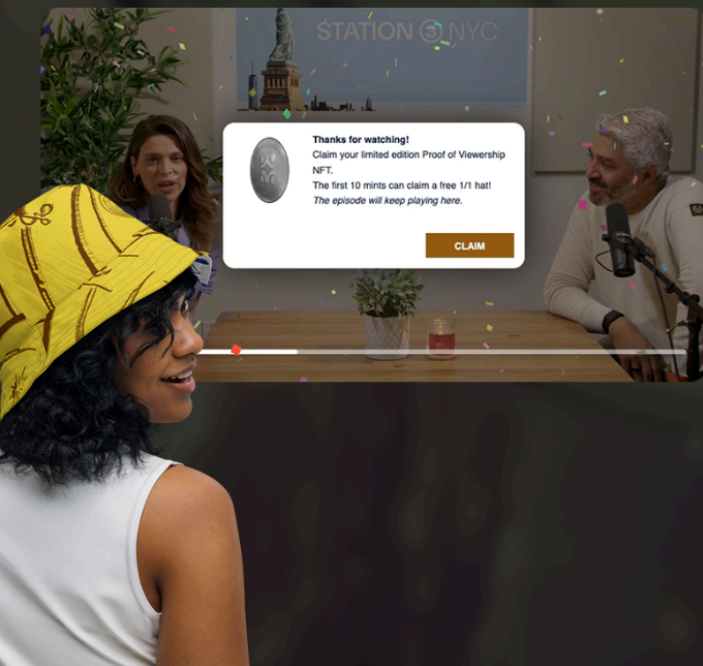**NFT Details > Manage Benefits > Reversible Bucket Hat**

3

Embed your Podcast

**Fans watch your Podcast to earn the NFT and redeem the NFT Benefit.**

Fans who watch your Podcast will appear in your Collector CRM.

Reward Existing Holders

New York City pop artist Bryan Brinkman uses his OneHub to gather his portfolio of works.

Collectors of Bryan's recent collection "Blossom" are rewarded on his OneHub with the ability to **redeem a physical copy of their own unique artwork delivered to them on a custom beach towel.**

1
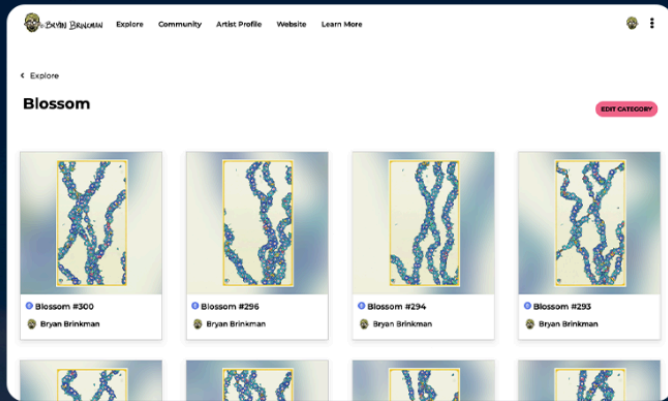
Import your existing Collection

Support for all major Blockchains and Platforms.
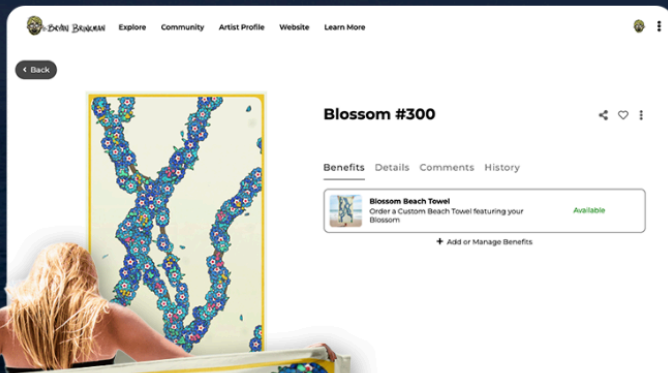
Edit > Import

2

Add a Benefit

Choose a Physical Product to redeem or 20+ other Benefit types.

NFT Details > Manage Benefits > Printed Towel

3

Collectors Claim

**Collectors connect their wallet to view and redeem the NFT Benefit.**

Collectors who connect their wallets are invited to complete their Profile in your Collector CRM.

Reward Fans with a Product Giveaway

Amber Vittoria is an artist, poet, and author working in Los Angeles, California.

Amber encouraged OneHub signups with a free "Digital Sticker" NFT featuring illustrations of her character, "Feels".

The earliest signups were rewarded with the ability to redeem their Digital Sticker NFT for a plush toy via Etsy.
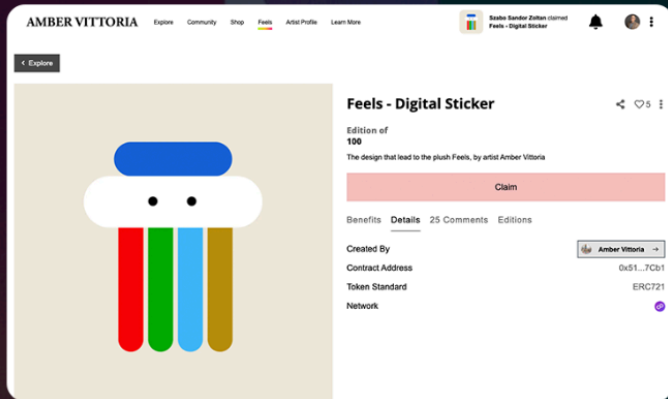
1

Mint your Giveaway NFT

Mint with new or existing artwork using the basic NFT Template.

Create NFT > Create New NFT

2

Add a Benefit

Link your NFT to your online store or redemption form with a URL Benefit.
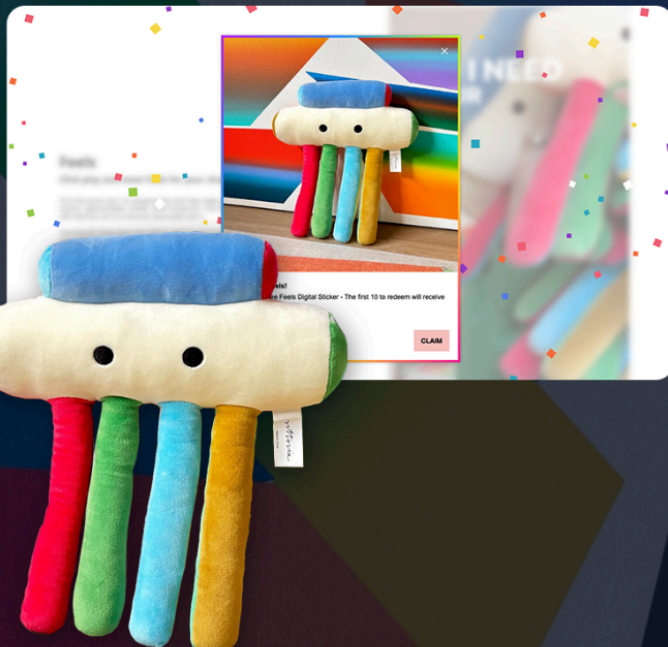
NFT Details > Manage Benefits > URL

3

Fans Claim & Redeem

Fans claim your Giveaway NFT and redeem the to claim the Product.

Every Fan who signs up to claim your free Giveaway NFT is listed in your Collector CRM.

Reward Fans with a Personalized Gift

Edub is an artist who specializes in Abstract Expression. He is a member of the OneLove Art Dao and Founder of hartart.foundation.

To encourage collectors of his Dubz Season 2 Pass to visit his OneHub, Edub created the Custom Embed page to show fans a simple form they can use to **request a physical, signed print.**
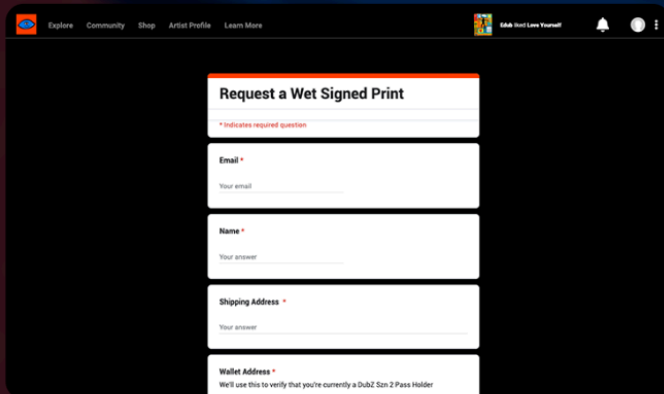
1
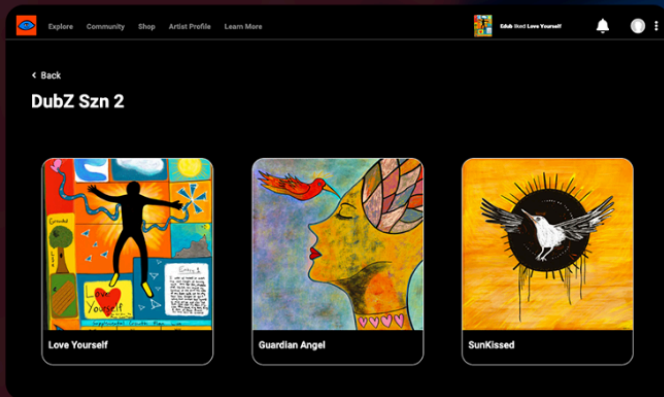
Import your existing Collection

Support for all major Blockchains and Platforms.

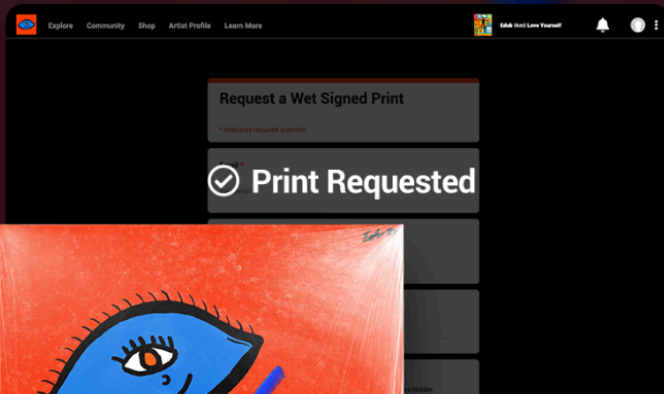**Request an Import via www.OneHub.Kred/import**

2

Embed a Form

Use the Custom Embed feature to add a request form to your OneHub.

Hub Settings > Nav > Custom Embed

3

Fans Connect & Request

Fans join your OneHub to request your personalized gift.

Every Fan who signs up to request your gift is listed in your Collector CRM.