

GROW NAKED



BY MAX CANDY

8 MISTAKES MOST CREATORS MAKE (AND HOW TO FIX!)

INTRODUCTION

Just the naked truth.

After 25 years in the adult industry, And over 25 major awards, Ive seen what works, what fails, and what creators repeat way too often.

This guide isn't about going viral. its about building something sustainable, strategic, and sexy in its own right.

These mistakes are the traps most creators fall into. You'll learn how to avoid them and what to do instead.

Whether you're a solo performer or launching a platform, this playbook gives you the tools to grow smarter.

-Max Candy

MISTAKE #1: NO BRAND STRATEGY

Fix: Define your identity and who you're speaking to. Be memorable, not just visible.

MISTAKE #2: IGNORING AUDIENCE DATA

Fix: Use tools and behaviour feedback to adapt intelligently. Patterns reveal what people really want.

MISTAKE #3: OVER-POSTING, UNDER-PLANNING

Fix: Batch content, automate smartly, and prioritize quality over constant output.

MISTAKE #4: PLATFORM BURNOUT

Fix: Focus on the platforms that bring in your best audience not the noisiest ones.

MISTAKE #5: STAGNANT CONTENT

Fix: Mix up formats, explore your kink range, and follow (or break) trends strategically.

MISTAKE #6: NO RETENTION SYSTEM

Fix: Build a fan funnel with soft hooks (freebies, connection) and hard hooks (limited access, perks).

MISTAKE #7: NOT LEVERAGING AI

Fix: Use AI to plan scripts, understand your audience, analyze performance, and suggest next moves.

Max Tip: My RUGBY model can guide AI prompts use it to map what your fans desire (not just what they say).

MISTAKE #8: TRYING TO DO IT ALL ALONE

Fix: Find mentors, collaborators, or strategists (like me). DIY culture is strong, but community is stronger!

WHAT CREATORS ARE SAYING

"I WAS STUCK POSTING CONSTANTLY WITH ZERO DIRECTION. MAX DIDN'T JUST HELP WITH STRATEGY HE GAVE ME A SYSTEM. I TRIPLED MY SUBS IN 6 WEEKS WITHOUT BURNING OUT!"

- KIRA L.

"MAX HELPED US CLARIFY OUR AUDIENCE, FIX OUR RETENTION FUNNEL, AND IMPLEMENT SMARTER AI-BASED RECOMMENDATIONS. THAT ALONE INCREASED OUR AVERAGE SESSION TIME BY 42%. "

-CO-FOUNDER, NOVAPLAY

"IVE WORKED IN ADULT FILM FOR 15+ YEARS AND MAX STILL BLEW MY MIND. HIS UNDERSTANDING OF VIEWER PSYCHOLOGY AND DATA-DRIVEN STORYTELLING IS ELITE."

-DANTE V.

"WORKING WITH MAX FELT LIKE UNLOCKING CHEAT CODES. I MADE MORE IN 30 DAYS THAN I HAD IN THE PREVIOUS 3 MONTHS."

- MAYA B.

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