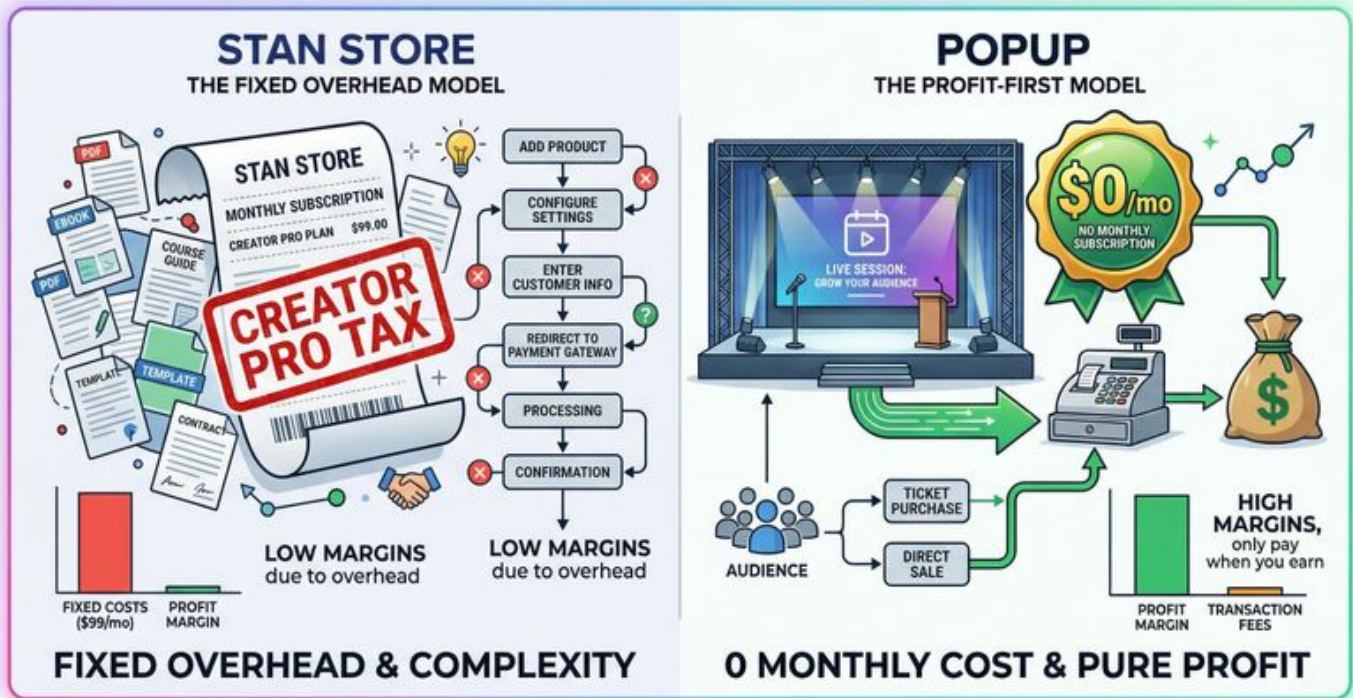


CREATOR MONETIZATION: FIXED OVERHEAD VS. PURE PROFIT



The \$1,200 Creator Tax: Why Stan Store's Pricing Model is Broken

If you are monetizing an audience, you have probably stared at the Stan Store pricing page. At first glance, the entry-level "Creator" tier at \$29/month looks like a reasonable cost of doing business.

It is a trap.

The \$29 tier is a sandbox. The moment you want the tools that actually drive revenue—order bumps, payment plans, affiliate tracking, and advanced email marketing integrations—you are forced behind a paywall into the "Creator Pro" tier at \$99/month.

That is \$1,188 a year in fixed overhead. Whether you sell one digital product or one thousand, you are paying rent. If you sell a \$50 guide, you have to sell two copies every single month just to break even on your software subscription, **before** you even factor in standard credit card processing fees.

This model made sense five years ago when building a checkout flow required a developer. Today, charging creators a \$99/month toll bridge for basic e-commerce functionality is extortionate.

Enter Popup.

The Cost of Doing Business Popup

Stan Store

Monthly Subscription Fee	\$0 / month	\$29 / mo (Basic) or \$99 / mo (Pro)
Annual Overhead	\$0	Up to \$1,188 / year
Order Bumps & Upsells	Included for Free	Locked behind \$99/mo Pro Tier
Affiliate Marketing Tools	Included for Free	Locked behind \$99/mo Pro Tier
Live Event Hosting	Native, zero-friction browser streaming	Duct-taped Zoom integrations (more friction)

Why Creators Make the Switch

"I didn't realize how much the \$99/month Stan Store Pro fee was eating into my bottom line until I had a slow launch month. I was literally losing money just for the privilege of hosting a PDF. Switching to Popup immediately injected \$1,200 back into my business, and my conversion rate went up because the checkout is faster."

Sarah K., Digital Product Creator

Stop Bleeding Margins to Legacy SaaS

You built the audience. You created the product. Stop paying a monthly tax just to sell it. Upgrade your infrastructure to a zero-friction engine and start optimizing for revenue, not rent.

Create your Popup page

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