

The Ban-Proof *Action Plan*.

One algorithm decision erased my 25,000-follower business overnight — no warning, no appeal that worked. This is everything I rebuilt with, ordered by what kills creator businesses fastest. **Your score showed your three weakest points. This covers all eight — fix them in this order.**

DANGER №1

You don't own your audience — build the email list

Email is the only audience channel no company can confiscate. Followers are the platform's asset; contacts are yours. This outranks everything else on this list.

FIRST STEP — TODAY

Create one free incentive ("subscribe and get X" — a guide, a list, early access), put the signup link in every bio you have, and mention it once in every piece of content this week. Free tools: MailerLite or Brevo, both free at your size.

DANGER №2

Audience concentration — one platform holds your whole crowd

If 80% of your audience lives in one app, one moderation decision deletes 80% of your reach. You don't need to be huge everywhere — you need to be *findable* everywhere.

FIRST STEP — THIS WEEK

Pick your second platform and start re-routing: pin a post directing followers there, tease exclusive content on it, put it in your bio. Target: no single platform above 60% of your total audience within 90 days.

DANGER №3

Income concentration — the platform signs your paycheck

Ad revenue, gifts, shop payouts — all frozen the instant an account is suspended. Direct income (sponsors who pay *you*, services, products) survives any ban.

FIRST STEP — THIS MONTH

Land one income stream that doesn't route through a platform: a direct brand deal, a paid service, a digital product. Even a small one changes your survival math completely.

DANGER №4

No headquarters — get a website on your own domain

A domain is the one address on the internet nobody can take from you. It's where your email capture lives, where sponsors verify you're real, and where every platform bio should point.

FIRST STEP — THIS WEEKEND

Buy yourname.com (~€12/year), put up one page: who you are, your links, an email box. Free hosting exists (Netlify, Carrd). Done is better than beautiful — beautiful comes later.

DANGER №5

No direct line — you need permission to reach your own fans

Beyond email: a community space you control (Discord you admin, a broadcast channel, even SMS for your inner circle). The test: could you reach 1,000 of your people tomorrow without any algorithm's approval?

FIRST STEP

Open one direct channel and invite your most engaged followers personally. A 200-person Discord that's yours beats 20,000 followers that aren't.

DANGER 6

Single-platform publishing — one shoot should open many doors

Repurpose, don't recreate: one filming session becomes a TikTok, a Reel, a Short, and a Facebook video. Native uploads on each platform (never cross-posted watermarks — algorithms suppress them).

FIRST STEP

Take your best-performing piece of content from last month and republish it natively on two platforms it never touched. Measure. Repeat weekly.

DANGER 7

No direct brand relationships

Deals negotiated with humans survive platform bans; algorithmic payouts don't. And brands you've worked with once are the easiest second deal in business.

FIRST STEP

List five brands you already genuinely use. Find the marketing contact of each (LinkedIn works). Send one honest pitch: who you are, your numbers, one concrete content idea for them. One reply out of five is a win.

DANGER 8

Your content lives inside the apps

Banned accounts lose their archives too — years of work, gone with the login. I know because mine did.

FIRST STEP — THIS WEEK, THEN MONTHLY

Download your platform archives (every major app offers a data export) and keep originals of everything new on your own drive or cloud from now on. Thirty minutes, once a month.

The 30-Day *Ban-Proof Sprint*

WEEK 1

Own something. Email tool set up, incentive created, link in all bios. Content archives downloaded.

WEEK 2

Open a second front. Second platform activated with native reposts of your best content. Pin the redirect post on platform #1.

WEEK 3

Build the headquarters. Domain bought, one-page site live, email box connected. Every bio now points home.

WEEK 4

Go direct. Five brand pitches sent. One community channel opened and seeded with your most loyal followers. Re-take the Ban-Proof Score — watch the number move.