

You Made The List



**Agency
insight**

Welcome to Mproper Agency.
You're in. This isn't your average welcome message—it's your first briefing. You've got the talent, and we've got the tools to help you turn livestreaming into strategy. Let's move.

Let's set the record straight. Your agency isn't just a "family" or a hype squad. And your agent? Not just someone who drops emojis in your DMs.

This is a *partnership*. A professional one. And when done right?
It's your secret weapon.

What Your Agent Actually Does

Your agent isn't just here to cheer. They're here to coach, strategize, and help you grow in real time. Think of them as your behind-the-scenes partner, watching your streams, analyzing your growth, and giving you actionable advice on the spot.

Here's what that looks like:

- Guidance on trending content, titles, and when to push through or wrap up
 - Creative support when you're feeling stuck or plateauing
 - Tracking your live days, hours, and gifting momentum so you're always on pace to graduate from Rookie status and unlock more visibility
- ◆ **Rookie Graduation: Real Talk**
Rookie phase isn't just a title. It's your launchpad. Agencies usually help you hit targets like:
- Going live multiple days
 - Building up your stream hours
 - Encouraging viewer engagement + Diamonds
- Each agency might have slightly different expectations, but the path is the same: Show up. Stream smart. Engage. Your agent helps make sure you're not just guessing your way through it.
- Real-time stream feedback to keep your energy up and viewers engaged



Okay, But How Do Diamonds Work?

Important: TikTok pays YOU directly. Your agency does not touch your Diamonds or your payouts. Agencies do not collect a percentage of your TikTok earnings unless a separate agreement has been made. Mproper Agency does not take from your live stream revenue—your gifts and payouts are yours

TikTok Diamonds are real value—just not dollar-for-dollar.

Here's the math:

- **1 Diamond $\approx$ \$0.005 (yes, half a penny)**
 - **TikTok takes a platform fee before payout**
 - **You withdraw via PayPal once you meet the threshold**

However, TikTok may compensate agencies separately for helping creators succeed on the platform. This compensation reflects the agency's role in curating positive, consistent, and monetizable creators who add value to the TikTok LIVE ecosystem—not from your earnings.

This Is a Business. You're the Brand.

Agencies are tools. Use them.

- **Need help building a schedule? Ask.**

- **Want to increase Diamonds? Let them analyze your flow.**

- **Feeling overwhelmed? They've seen it all.**



Your Agency = Your Advantage

Your job: Stream like it's your brand. Because it is. Our job: Help turn that stream into momentum.

You may find creators within the agency who become part of your support system, and collaboration is absolutely encouraged if it aligns with your vision. But remember: you're not required to treat the agency like a family or rely on others to validate your success.

This is your journey. The agency is a resource, not a requirement to conform. Use the tools. Build your lane.



Coming Soon to MproperEnt.com

We're building more than streams—we're building a creator ecosystem.

- E-books, digital creator kits, tools, and editable Canva templates
 - One-click booking for 1:1 consultations with your manager
- Competitions and creator spotlights to win gift cards, \$1,000 bonuses, live stream shares, and more

Your growth won't just be about going live—it'll be about what you unlock when you show up.



The Takeaway

You bring the energy. The talent. The time. We bring the playbook.
Let's use both.

Mproper Agency Team