

VTuber Management 101

By Nova Nertia, Your Space Captain

VTuber managers are the backbone of many creators' success. Whether you're seeking guidance, organization, or industry expertise, a manager can be the partner that helps turn your goals into reality.

What Does a VTuber Manager Do?

VTuber managers support talents across a wide range of areas, including:

- Merchandise & product coordination
- Analytics and performance tracking
- Networking and collaboration
- Sponsorship negotiations
- Communication management
- Time and schedule organization
- Market and content research
- Social media management
- General business strategy
- Emotional support

Every manager's toolkit varies, but all aim to **support the creator's journey**.

Know That Managers Specialize

Don't expect your manager to excel in everything. Managers tend to **specialize** in specific domains. For example, I personally focus on:

- Analytics

- Networking
- Research
- Communication

 *Tip:* When seeking a manager, clarify what areas you need support in and match with someone who aligns with those needs.



Contracts Are Not Optional

Whether you're working with a friend or a professional:

Always have an agreement.

- A verbal agreement
- A written contract
- Or an invoice

Clear agreements protect **both parties**. The absence of documentation has led to ruined reputations and conflicts when misunderstandings arise. One vague line can be exploited, **don't let that happen to you.**



Know Your Niche Before Reaching Out

Managers are here to **amplify your efforts**, not define them for you. Before seeking a manager, understand your niche.



Common VTuber Niches:

- **ArtLive 2D** (Rigger, Illustrator, Overlays, Logo)
- **Gaming** (FPS, JRPG, Tactical RPG, Strategy, Card games, Action, etc.)
- **Speedrunning**
- **Lewd content**

- **ASMR**
- **Props/Merch seller**
- **Singer/Musician/Animator**
- **Completionist streamers**
- **Podcasters**
- **Just Chatting** (talk shows, casual convos)

📌 *Everything can be a niche if there's an audience for it.*

Industry Talks – Be Genuine

Managers **talk to each other**, for networking, collabs, or conventions.

This means:

- **If you lie, manipulate, or mistreat others, it will get around.**
 - Protect your reputation by being respectful and honest.
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When Things Go Wrong

Misunderstandings happen. What matters is how you **handle them**:

- Don't ghost each other
- Communicate directly and calmly
- If needed, find a **mutual mediator** to help

A manager is there to support you, not control you. Trust and transparency are key.

We're All Here to Grow Together

We're here because we care. Managers want to see you succeed. We value your well-being and your dreams.

Thank you for reading this thread, this was a personal share from someone who's walked alongside many creators. I hope it helps you in your journey.

☀️ Have a wonderful day and happy content creating!

— *Your Space Captain*,
Nova Nertia