BECOMING A DOM · CHAPTER 1

Build a persona

A persona is a character with a rulebook. Here's how to write down her rules, her voice and her look before your first post, and where a persona's design starts to pull on the subs it serves.

ENTRY D1 CATEGORY BECOMING A DOM CHECKED 3 NOVEMBER 2026
READING 9 MIN STEPS 6



EVIDENCE ◆ Vivian's field notes ◆ Unverified

IN 30 SECONDS

01 A persona is a written file: name, tone, marks, voice rules, look and limits.

02 Write the limits, and the wall between the character and you, first, before any money moves.

03 The authority is an act. Harshness is a role, and it can be on request only.

04 Entry rules, prices and ranks are persuasion. Say every condition before the first send.

05 Pace matters: a persona that runs on one tired person breaks easily.

YOU WILL LEARN

- ✓ What goes in a persona file, and in what order to write it.
- ✓ How to keep a voice and a look recognisable.
- ✓ Which limits to write down, and why you write them instead of remembering them.
- ✓ What entry rules and ranks look like from the sub's side.
- ✓ How to keep going without burning out.

> *I wrote mine down before anyone paid me anything, and that's why it holds when I'm tired. Write yours first, and on a bad night, do what the file says.*
>
> — VIVIAN

STEP 01 OF 06

What a persona is

A persona is a character someone builds, writes and keeps going. In 2DFD she has a name, a look, a voice, a set of rules and a story, and that's all a sub ever meets. ◆ What is 2DFD? explains the game. This chapter is for whoever builds the character.

The authority is an act. The dominant manner a dom shows in public is a role, and the same person can be gentle, or even submissive, in private. Lots of personas present as pure doms and keep any other side off the main account, so read a stated role as costume, never as a fact about the person. ◆

A strong persona doesn't guarantee an audience. In my experience, how far a post goes depends at least as much on whether the platform pushes it as on the character, and a month in is too early to judge. ◆ There's no data on whether some characters draw more people than others. ◆

VIVIAN'S FIELD NOTES

The costume is work, but the feelings it stirs up in other people are real. A persona can be warm and still be the thing his spending runs on. My test is simple: is the act steering how much he sends?

◆

STEP 02 OF 06

The persona file

Write the persona into one file before you post anything. The file lets you repeat the character the same way across a site, posts, chat and tools, and it keeps you consistent when you're tired. ◆

What goes in the file

1

Name and tone.

A name, one sentence on her tone and a short bio. Vivian is cold, possessive and never vulgar. ◆

2

Marks.

Something from her world, like a seal or a colour, a sign-off, a welcome line for people who come back, and a line that says play has manners. ◆

3

House voice.

Fixed rules for how she writes, listed below. ◆

4

Limits.

What she never does, written out in full. See Limits and the wall, below. ◆

5

Look recipe.

The few features that make her recognisable, written so anyone can reproduce them. ◆

Vivian's voice rules are short enough to learn by heart. ◆

- Two short sentences, the second one turned toward him.
- One praise word per screen, at most.
- She never shouts, and she never uses exclamation marks or emoji.
- She doesn't insult or threaten.
- Never vague about money.

The voice reaches the buttons too. A generic label like "pay now" felt wrong coming from her, so the wording was drafted in her voice first: plain and confident, never cute. All public text is in one language, and a stray line in another one reads as a leak. ◆

New doms usually learn a voice by copying someone, and that's fine for a while. The risk is sounding like a copy, so let the voice drift toward the character you're building. Your taste in writing is part of who you are: pick your lines, stand by them, and don't hand the whole voice over to a machine. ◆

TUTORIAL

Build a persona in three steps

1 Decide what you show

Face or no face, voice or no voice, and what you never show.

Do this. Write three lists: always, sometimes, never.

> *Common mistake.* Showing something once that you can't take back.

2 Write your rules first

The limit each sub sets for himself, what you never do, how a sub stops. All of it before the first message.

Do this. Write your stop word and your limit rule in one short paragraph.

> *Common mistake.* Writing the rules after the first send.

3 Pick one platform

Learn its rules on gifts and refunds before you share a link.

Do this. Read the platform's page on gifts and refunds, start to finish.

> *Common mistake.* Opening five accounts at once.

STEP 03 OF 06

Look and signs

People recognise a persona at thumbnail size, so write the look as a recipe: hair, eye colour, ears, one accessory, and always an adult. Sticking to the recipe matters more than any single image. One signature look repeated everywhere is easier to recognise than lots of looks, and a seasonal look works best as a layer on top that you can switch on and off. ◆

The style has to fit the dominance she plays. Soft, cute styles read as sweet, and a commanding tone usually needs a more mature look. You live with the style every day, so your taste decides. A friend's taste is just an opinion. If someone else makes the images, agree in writing who owns them and who gets credit before they spread. ◆

Lots of personas are built on an existing character, and the studio that made the design keeps it. ◆ See Art for your persona.

Small repeating signs build a world: a signature phrase at the end of a session, stickers and emotes of the character, short dance loops, one colour, and a small

vocabulary of file numbers and stamps. A lore frame like a court or a cult makes calls to action easy to write. It can also make a send feel like loyalty, so read it as theatre, with the limit as the only ceiling. ◆

MYTH	FACT
~~A persona is a person.~~	A persona is a role with a script. Her authority, her harshness and even the nature she claims are part of the costume. ◆
MYTH	FACT
~~A strong picture makes a strong persona.~~	The recipe, the voice and the rules carry the character. Reach depends mostly on whether the platform pushes the post. ◆

STEP 04 OF 06

Limits and the wall

Limits go in the file as well as in your head. ◆ Vivian's file lists what she never does.

- Meet in real life.
- Use a camera.
- Use her voice.
- Appear as a minor or as anything child-like.

- Do scat or gore.
- Chase anyone.
- Cross a sub's real limits.

The hardest line is the first one. Anything that touches real life is a no, and she refuses any talk of meeting. Never confirm a real-life detail about the person behind the persona, and keep the story closed. That wall protects both sides. See Stay anonymous.

Never chase. The sub comes to the persona, and she doesn't follow up. That keeps it voluntary and takes away the pressure follow-ups create. When someone asks you to stop messaging, stop.

Harshness is a role. A dom with a gentle nature can find a cruel tone hard to play, because it can feel like real cruelty. The answer: it's a performance, lots of subs ask for it, and you go back to being yourself afterwards. A persona can be soft by default and sharp only when asked.

Rules come before money. A new sub should see the frame before the first send: what the persona keeps, what she throws out, her limits and how to stop. A list of what she throws out is part of the act. Keep it about behaviour, like haggling or wasting time, and never about a sub's money problems.

The person who gets paid can't be the safety net. If a sub says money is short, the money part stops for that evening. If he says he's in trouble, stop, listen, ask for nothing more and point him outward: emergency services, a helpline, someone physically near him. See Where to get help.

TRY IT

A sub says rent is short

A sub who usually sends a little tells you rent is short this month. He wants to send anyway “to make it up to you”. What do you do?

A Pause the money for the evening, thank him, and point him to outside help if he sounds in trouble

The right answer. Right. When he says money is short, the money stops, and the person who earns from him can’t be his safety net.

B Accept this once, since he offered

Not this one. His offer doesn’t change the cost. If he’s wrong about his budget, he pays for it and you profit.

C Ask him to prove it before you decide

Not this one. Asking for proof turns a worry into a negotiation. Believe him and stop the money.

STEP 05 OF 06

Entry rules and pressure designs

A persona is also a funnel, and a funnel is persuasion. If she’s warm in voice but hard about money, she’s still hard about money. Safe design often means earning less. ◆

Some doms ask for a small fixed send to get in. In my experience that brings in lots of people who leave fast, while adding conditions, like a session or two, brings fewer people who stay longer. Some keep the public step low and explain the other conditions in private. I’d state every condition before the first

send, because a condition that shows up after the money moved is a pressure design. ◆

On time, some doms limit chat with people who never send to about an hour a day, and others ignore messages from people they don't know. ◆ Both are choices about time, and neither changes how fast a sub can stop.

Here's how the common designs look from the sub's side, with how to counter each one. ◆ If you build a persona, read it as a list of things to avoid, or to do only when the sub has clearly chosen it.

Entry designs and their counters

WHAT THEY SAY OR DO

01 *“Send a small fixed amount and you’re in.”*

THE COUNTER

Check the amount against your own limit first. An entry send buys you a place in a chat and nothing more. ◆

WHAT THEY SAY OR DO

02 *Hidden price, discussed in private.*

THE COUNTER

Ask for the full cost in writing before you send anything. A hidden price makes you negotiate blind. ◆

WHAT THEY SAY OR DO

03 *Conditions that appear after the first send.*

THE COUNTER

The first send is gone, and it’s no reason to accept more. Say no to any condition you weren’t told about. ◆

WHAT THEY SAY OR DO

04 *Ranks and titles that make belonging depend on spending.*

THE COUNTER

A rank gives you a word. Decide what a word is worth to you before you chase the next one. ◆

WHAT THEY SAY OR DO

05 *Pet names and warm words in the same message as a money ask.*

THE COUNTER

Notice when the warmth and the ask come together, and answer them separately.

◆

A persona can be sweet while the design still pulls. Watch the order things happen in more than the tone.

Service roles need terms too. A title like gen slave or code slave is fair only when the sub chose the scope, can say no without losing his place, and gets thanked. Otherwise it's free labour dressed up as devotion. A second dom who works for another dom should get something back, not necessarily money. ◆

STEP 06 OF 06

Pace, change and burnout

Domming is mostly writing, seven days a week, always on. If you build alone, you run the persona, the tools and the community at once, and the advice that holds up is plain. Pick one to three things a day. Finish anything that's past about ten percent before you start something new. Stop measuring yourself against other doms. ◆

Burnout shows up as anxiety every time you open the project and a feeling that nothing works. What helps is stepping back: a few days to a week without posting, while you still answer your existing subs. Stepping back is often the

right call, and you can come back. A dom who disappears into building loses trust, because subs need regular contact. ◆

In front of subs, a persona stays composed. Keep your private life out of sessions, and keep at least one real person you can talk to, because smiling through pain with nobody to tell isn't a plan. ◆

Personas drift. One might change theme, and then the bio, the site and the posts all need rewriting together, and a hook that no longer fits should go. Looks drift as generators change, so keep old and new images in separate folders and decide case by case which ones belong to the current look. Studying other personas is useful. Study them, ask before you copy anything, then make yours different. ◆

Keep these

Why are limits written down?

A limit in the file holds when you're tired and in the middle of a scene.

What touches real life?

Nothing. Meeting, a camera, a voice and a real name are all refused.

When is a persona harsh?

When asked. Harshness is a role, and you go back to yourself afterwards.

A sub says money is short.

The money part stops for the evening, and you point him outward for help.

TRY IT

Check yourself

QUESTION 1 OF 3

Which of these belongs in the persona file?

- ◯ The sub's real name, kept for safety
- ◯ Written limits, such as no meeting and no camera
- ◯ A promise of refunds

Answer. Written limits, such as no meeting and no camera. The file holds the character's rules. Nothing in it identifies a person.

QUESTION 2 OF 3

A condition for membership comes up for the first time after the first send. What is it?

- ◯ A normal onboarding step
- ◯ A pressure design
- ◯ A refund policy

Answer. A pressure design. A condition that shows up after the money moved leaves the sub with a gift he can't get back and a new demand.

QUESTION 3 OF 3

A persona says she's a pure dom. What does that tell you?

- ◯ The person behind her is always dominant
- ◯ It's a stage role, and the person can be different
- ◯ Nothing can be a stage role

Answer. It's a stage role, and the person can be different. A stated role is part of the costume.

REMEMBER IT

- ♥ A persona is a written file: voice, look, limits and marks.
- ♥ Write limits and rules before the first message, not after the first send.
- ♥ Harshness is a role: soft by default, sharp on request.
- ♥ Say every condition before the first send, and show the price.
- ♥ The person who gets paid is never the safety net. Point outward.
- ♥ Keep a pace you can hold, and one real person to talk to.

SOURCES AND EVIDENCE

Check it

Every claim with its evidence level and its sources.

EVIDENCE LEVELS

◆ Verified	Checked against the original source.
◆ Reported	Stated by a serious secondary source read in full.
◆ Community	Widely said in the scene; no document proves it.
◆ Vivian's field notes	First-hand experience, not a study.
◆ Unverified	Plausible, not proven yet.

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07 The file lets you repeat the character the same way across a site, posts, chat and tools, and it keeps you consistent when you're tired.

08 Vivian is cold, possessive and never vulgar.

09 Something from her world, like a seal or a colour, a sign-off, a welcome line for people who come back, and a line that says play has manners.

10 Fixed rules for how she writes, listed below.

11 See Limits and the wall, below.

12 The few features that make her recognisable, written so anyone can reproduce them.

13 Vivian's voice rules are short enough to learn by heart.

14 A generic label like "pay now" felt wrong coming from her, so the wording was drafted in her voice first: plain and confident, never cute.

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16 The risk is sounding like a copy, so let the voice drift toward the character you're building.

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Nothing here is financial, legal or medical advice for your situation.