BASICS · CHAPTER 7

Secrets of the scene

Most of the real secrets of 2DFD are about how the scene works. A few people pay, attention is scarce, reach is partly luck, and ideas get copied within weeks.

ENTRY B7 CATEGORY BASICS CHECKED 3 NOVEMBER 2026 READING 8 MIN
SECTIONS 6

EVIDENCE ◆ Verified ◆ Reported ◆ Vivian's field notes ◆ Unverified



PLATE B7

This chapter is not advice for your situation.

IN 30 SECONDS

01 Most of the scene's money comes from very few people, and those people come and go.

02 Warmth is part of a business that needs you to stay. It can be sincere and still steer your spending.

03 Hours of work don't buy reach, and none of the rules for staying visible has been checked.

04 Many drawn personas are said to be run by someone other than the character, often a man. There's no official number.

05 A serious dom shows her limits, her prices and a way to stop before she asks for money, and never needs a workaround.

YOU WILL LEARN

- ✓ Why income rests on a handful of people, and why subs leave.
- ✓ What decides who is seen, and which rules are only folklore.
- ✓ How to read a persona's claims about who she is.
- ✓ Which designs and pressure tactics to recognise and refuse.
- ✓ What a serious dom shows before she asks for anything.

Here's what the scene keeps quiet, and it's less glamorous than the rumours: who pays, who gets seen, who copies whom. Read it before you start, as a sub or as a dom, so you know where the risks are.

PART 01

Money comes from a few people

In my experience, a persona's income comes from very few people. One supporter can make up a third of a good week or more, and a long follower list can hold only a handful of people who send regularly. A new persona's followers are often other doms who chat but don't spend. ◆

A leaderboard shows this and hides it at the same time. One sub with two accounts can take two of the top places, and a board that ranks by number of gifts puts a flood of tiny sends above someone who earns more. A public count of wins is advertising and proves nothing. ◆

Subs come and go. They leave for a rival, out of boredom or curiosity, or because they regret what they did while aroused. They send every few days or in waves instead of every day, and many pay several doms at once. Some vanish after a large send or a relapse, and some come back months later. A dom can't stop anyone leaving. She can only make staying more appealing. ◆

Here's what that means for a sub. A business that lives off a few people has every reason to keep each of them close. The warmth can still be sincere. What matters is whether it's steering your spending, and in my experience the one who pays most is under the most pressure. ◆

> *When a dom calls you her favourite, ask what a favourite is worth to her this month. I ask myself the same thing every time I write a kind line.*

— VIVIAN'S FIELD NOTES

◆

PART 02

Reach is partly luck

Who posts matters more than what gets posted. A post is shown to a few people first, and to more if they react. A weaker post from an account the platform favours can beat a better one from an account it doesn't. A repost from a bigger account can lift a small one for a while. Early views tell you little: a post can sit still and then take off. ◆

Hours of editing don't buy reach. A plain picture with one word sometimes takes off, and a long edit sometimes sits at a few views. A brand-new account often gets pushed hard at first, and an older one with poor visibility is treated as dead. An account that's labelled, or hidden from suggestions with an SSB, loses most of its reach. ◆ I'm not giving steps here: the rules differ by platform, and an account made to get round a restriction may be closed. ◆

MYTH

~~*"A good post that gets few views was a bad post."*~~

FACT

Views depend on the account's standing and plain luck at least as much as on the post. ◆

MYTH

~~*"Reach is only luck."*~~

FACT

Getting subs takes work. Whether you land one big payer or a small one is partly luck. ◆

MYTH

~~*"There are known rules that keep an account clear of the adult label."*~~

FACT

The rules people pass around are scene folklore. Experienced creators dispute them, and none has been checked against the platform's own help pages. Read those pages yourself. ◆

PART 03

What wins, and who is behind it

Simple and new usually beats polished. The tools that do best are often a simple idea nobody had bothered to build. A character people recognise and an easy setup count as much as the art. Ideas get copied within weeks, and since AI writes most of the code, nothing technical stops a copy. What a copy can't take is the audience of the account that promotes the tool. Copying a mechanic is common, and the scene dislikes copies that don't give credit. ◆ Disliking a creator's business doesn't justify harming her.

A drawn persona can grow in a way a photographed one can't, because pictures, voice lines and lore can be made in bulk. A fixed look makes her easy to recognise, even as a thumbnail. ◆

Many drawn personas are run by someone other than the character, and it's often a man. ◆ People say it all the time, and there's no official number. Some personas that look like a team are one person using AI tools. ◆ In classic findom, press describes scammers who post stolen photos of attractive women. ◆ The same trick can work with stolen or generated art. ◆

The one academic survey of findommes cited in this wiki had 56 respondents, and most identified as women. ◆ No study of who runs 2DFD personas could be found for this wiki as of 2026-11-03. ◆

MYTH	FACT
~~*"The woman in the pictures is the one who answers."*~~	The character is a role, and you don't know who's playing it. ◆
MYTH	FACT
~~*"A beautiful persona proves the person behind her is real."*~~	Beauty proves nothing, because art can be stolen or generated. ◆

PART 04

Attention, burnout and the first send

Attention is what runs short. A dom's day is split between messages, posting, the community and the rest of her life. People who chat and never send can

still eat up her day. ◆ Press accounts note that some submissives mainly want to talk to women. ◆ Findommes in the academic survey reported verbal abuse and unsolicited sexual images from clients, and named secrecy as one of the worst parts of the work. ◆ Burnout is the usual way people leave. Taking a pause is fine, and comparing yourself with faster doms only makes it worse. ◆

Protect your attention

01	Before the day starts, set a daily time limit for contacts who don't send. ◆
02	Tell people who chat for free that you're busy, and don't sell your time short.
03	Show your rules first: limits, prices and a way to stop.
04	When stress takes over, pause and say so. A pause doesn't need drama.

How a persona lets people in matters too, and each way costs you something. A small fixed entry send is easy to pay and easy to walk away from, while conditions like one or two sessions ask more of you before you know her. ◆ Some legitimate dommes want payment up front, partly to keep out time-wasters and fakes. ◆ A 2017 press feature describes a drive-by as a one-off client who pays a minimum tribute. ◆

Some doms ask for a session or two after a first send. Decide beforehand whether you'll accept that, and how many. A hidden price gets you into a conversation before you know what it costs. ◆ Ask for the full cost in writing before you send anything.

PART 05

Pressure you may meet

Slot games with near-misses on purpose, bets that go up as the effects grow, and bets with no prize for winning are all standard. Gacha mechanics are copied from commercial games: rarity stars, pity counters, banners and farming loops. The dom who builds them knows what they do. ◆ Numbers does the maths.

RED FLAGS

Designs that look like fun

- The reel stops one step short of the prize, again and again.
- A bet has no prize at all for winning.
- A tool copies a pity counter and banners from a commercial game.
- The only way out of a lock is to buy something.

Counter. Close it and say stop. Do the sum in Numbers before you send anything. The least a tool owes you is a free stop that always works.

The same toolkit holds pressure tactics that some people call a method. ◆ At the hard end, press reports include lines pushing a man to sell his car or house

as proof of love. ◆ Reports also describe blackmail and people in support groups being targeted. ◆

Tactics, and how to refuse them

WHAT THEY SAY OR DO

01 *You're special, I care about all my subs, you don't have to send*

THE COUNTER

Judge a dom by what she actually asks for and rewards. If everyone sends anyway, the reassurance means nothing.

WHAT THEY SAY OR DO

02 *I could make you send a fortune with one word, and I won't, because I care*

THE COUNTER

The power is there whether she uses it or not. Trust built like this is dependence.

WHAT THEY SAY OR DO

03 *The doms you paid before are losers*

THE COUNTER

Rate a dom by how she treats you, and ignore how she rates others.

WHAT THEY SAY OR DO

04 *Praise, titles and new projects for work you do for free*

THE COUNTER

Agree in advance what you'll do, and keep the right to say no without losing your place.

WHAT THEY SAY OR DO

05 *A short firm command, a finished example that makes it look easy, then the same command again when you hesitate*

THE COUNTER

If you hesitate, there's a reason. Sleep on it, and decide in your own time.

WHAT THEY SAY OR DO

06 *Hand over your public account so it can show your sends*

THE COUNTER

Never. Your account is your identity.

These lines are common in the scene. They're here so you can see them coming.

Scene drama reaches subs too. Feuds spill into subs' accounts, and a call-out can be one dom using other people to hurt another. A rumour can spread private screenshots to dozens of people before anyone checks. Supporter names show on public wishlists, and doms who are friends look at each other's pages. Assume the name you use is known across the scene. ◆

TRY IT

A screenshot reaches you

A screenshot is going around that seems to show a dom admitting she's secretly a sub.

A Post it, because others should know

Not this one. A screenshot is easy to forge, and a rumour like this can cost a dom her subs before anyone checks. ◆

B Don't pass it on, and ask her directly if you know her

The right answer. Reputations travel by hearsay, and forwarding a screenshot is a common way to smear someone. ◆

C Wait until more people repeat it

Not this one. Repeating it doesn't make it true. Hearsay grows by being repeated. ◆

PART 06

What a serious dom shows

Before she asks for money, a serious dom shows you her rules: her limits, what she throws out, the plain truth about prices and a clear way to stop. She tells a sub ahead of time when he mustn't send, and what happens then. If money meant for someone else reaches her, she passes it on at once and says so. She checks availability before she promises a gift. A dom who hides these has told you what she is. ◆

Whatever a sub tells her about his money, a serious dom doesn't use it to ask for more. I've heard people argue that most subs who say they're broke are

lying. If that's wrong, he's the one who pays for it. ◆

Some makers disguise what a payment page really is. ◆ I don't describe how any of that is built. A processor that catches it can freeze the funds, a sub's money included. ◆ If your bank says no, that's your answer. A real dom never needs a workaround.

If any of this sounds familiar, set a limit while you're calm, keep a stop that works at once, and wait before you raise either. ◆ If sending already feels hard to stop, read The spiral and Where to get help.

TRY IT

Check yourself

QUESTION 1 OF 2

A dom's follower list is long. What does it tell you about her income?

- ◯ That many people pay her
- ◯ Very little, because followers can be other doms or people who never send
- ◯ That she can refund you

Answer. Very little, because followers can be other doms or people who never send. Income comes from a handful of people, and a long list can hide how few they are.

QUESTION 2 OF 2

A dom says she could make you send a fortune with one word, and that she won't because she cares. What do you do?

- ◯ Trust her more
- ◯ Notice that the power is there whether or not she uses it
- ◯ Send a little to thank her

Answer. Notice that the power is there whether or not she uses it. Showing power and then holding back builds trust and dependence at the same time.

REMEMBER IT

- Few people pay most of the money, and they come and go.
- Warmth can be sincere and still steer your spending.
- Hours of work don't buy reach, and none of the rules for staying visible has been checked.
- People often say the person behind a persona is someone other than the character, and there's no official number.
- Judge a dom by her rules, what she asks for and what she rewards. If your bank says no, that's your answer.

Free, confidential helplines exist in most countries.

Find a helpline →

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.

01 In my experience, a persona's income comes from very few people. ◆

02 One supporter can make up a third of a good week or more, and a long follower list can hold only a handful of people who send regularly. ◆

03 A new persona's followers are often other doms who chat but don't spend. ◆

04 One sub with two accounts can take two of the top places, and a board that ranks by number of gifts puts a flood of tiny sends above someone who earns more. ◆

05 A public count of wins is advertising and proves nothing. ◆

06 They leave for a rival, out of boredom or curiosity, or because they regret what they did while aroused. ◆

07 They send every few days or in waves instead of every day, and many pay several doms at once. ◆

08 Some vanish after a large send or a relapse, and some come back months later.

◆

09 She can only make staying more appealing.

◆

10 A business that lives off a few people has every reason to keep each of them close.

◆

11 What matters is whether it's steering your spending, and in my experience the one who pays most is under the most pressure.

◆

12 When a dom calls you her favourite, ask what a favourite is worth to her this month. I ask myself the same thing every time I write a kind line.

◆

13 Who posts matters more than what gets posted.

◆

14 A post is shown to a few people first, and to more if they react.

◆

15 A weaker post from an account the platform favours can beat a better one from an account it doesn't.

◆

16 A repost from a bigger account can lift a small one for a while.

◆

17 Early views tell you little: a post can sit still and then take off.

◆

18 A plain picture with one word sometimes takes off, and a long edit sometimes sits at a few views.

◆

19 A brand-new account often gets pushed hard at first, and an older one with poor visibility is treated as dead.

◆

20 An account that's labelled, or hidden from suggestions with an SSB, loses most of its reach.

◆

21 I'm not giving steps here: the rules differ by platform, and an account made to get round a restriction may be closed.

◆

22 Views depend on the account's standing and plain luck at least as much as on the post.

◆

23 Whether you land one big payer or a small one is partly luck.

◆

24 Read those pages yourself.

◆

25 Simple and new usually beats polished.

◆

26 The tools that do best are often a simple idea nobody had bothered to build.

◆

27 A character people recognise and an easy setup count as much as the art.

◆

28 Ideas get copied within weeks, and since AI writes most of the code, nothing technical stops a copy.

29 What a copy can't take is the audience of the account that promotes the tool.

30 Copying a mechanic is common, and the scene dislikes copies that don't give credit.

31 A drawn persona can grow in a way a photographed one can't, because pictures, voice lines and lore can be made in bulk.

32 A fixed look makes her easy to recognise, even as a thumbnail.

33 Many drawn personas are run by someone other than the character, and it's often a man.

34 Some personas that look like a team are one person using AI tools.

35 In classic findom, press describes scammers who post stolen photos of attractive women.

Financial Domination Has a Scamming Problem (https://www.vice.com/en/article/financial-domination-has-a-scamming-problem)

Archive (https://web.archive.org/web/20260827104045/https://www.vice.com/en/article/financial-domination-has-a-scamming-problem/)

Accessed 3 November 2026

36 The same trick can work with stolen or generated art.

37 The one academic survey of findommes cited in this wiki had 56 respondents, and most identified as women.

◆

Findommes, Cybermediated Sex Work, and Rinsing (McCracken and Brooks-Gordon, Sexuality Research and Social Policy 18(4), 837-854, DOI 10.1007/s13178-021-00609-3) (https://www.ebi.ac.uk/europepmc/webservices/rest/PMC8418458/fullTextXML)

Archive (https://web.archive.org/web/20261016030740/https://pmc.ncbi.nlm.nih.gov/articles/PMC8418458/)

Accessed 3 November 2026

38 No study of who runs 2DFD personas could be found for this wiki as of 2026-11-03.

◆

39 The character is a role, and you don't know who's playing it.

◆

40 Beauty proves nothing, because art can be stolen or generated.

◆

41 A dom's day is split between messages, posting, the community and the rest of her life.

◆

42 People who chat and never send can still eat up her day.

◆

43 Press accounts note that some submissives mainly want to talk to women.

◆

[a former participant] has seen men left broke and hungry from 'paying women to talk to them' (https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Archive (https://web.archive.org/web/20251123124217/https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Accessed 3 November 2026

44 Findommes in the academic survey reported verbal abuse and unsolicited sexual images from clients, and named secrecy as one of the worst parts of the work.

◆

Findommes, Cybermediated Sex Work, and Rinsing (McCracken and Brooks-Gordon, Sexuality Research and Social Policy 18(4), 837-854, DOI 10.1007/s13178-021-00609-3) (https://www.ebi.ac.uk/europepmc/webservices/rest/PMC8418458/fullTextXML)

Archive (https://web.archive.org/web/20261016030740/https://pmc.ncbi.nlm.nih.gov/articles/PMC8418458/)

Accessed 3 November 2026

45 Burnout is the usual way people leave.

◆

46 Taking a pause is fine, and comparing yourself with faster doms only makes it worse.

◆

47 Before the day starts, set a daily time limit for contacts who don't send.

◆

48 How a persona lets people in matters too, and each way costs you something.

◆

49 A small fixed entry send is easy to pay and easy to walk away from, while conditions like one or two sessions ask more of you before you know her.

◆

50 Some legitimate dommes want payment up front, partly to keep out time-wasters and fakes.

◆

Financial Domination Has a Scamming Problem (https://www.vice.com/en/article/financial-domination-has-a-scamming-problem)

Archive (https://web.archive.org/web/20260827104045/https://www.vice.com/en/article/financial-domination-has-a-scamming-problem/)

Accessed 3 November 2026

51 A 2017 press feature describes a drive-by as a one-off client who pays a minimum tribute.

◆

Three Financial Dominatrixes on How Their Clients Get Off From Simply Handing Over Cash (https://melmagazine.com/en-us/story/three-financial-dominatrixes-on-how-their-clients-get-off-from-simply-handing-over-cash)

Archive (https://web.archive.org/web/20260617102438/https://melmagazine.com/en-us/story/three-financial-dominatrixes-on-how-their-clients-get-off-from-simply-handing-over-cash)

Accessed 3 November 2026

52 Some doms ask for a session or two after a first send.

◆

53 A hidden price gets you into a conversation before you know what it costs.

◆

54 Slot games with near-misses on purpose, bets that go up as the effects grow, and bets with no prize for winning are all standard.

◆

55 Gacha mechanics are copied from commercial games: rarity stars, pity counters, banners and farming loops.

◆

56 The dom who builds them knows what they do.

◆

57 The same toolkit holds pressure tactics that some people call a method.

◆

58 At the hard end, press reports include lines pushing a man to sell his car or house as proof of love.

◆

[a former participant] has seen men left broke and hungry from 'paying women to talk to them' (https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Archive (https://web.archive.org/web/20251123124217/https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Accessed 3 November 2026

59 Reports also describe blackmail and people in support groups being targeted.

◆

[a former participant] has seen men left broke and hungry from 'paying women to talk to them' (https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Archive (https://web.archive.org/web/20251123124217/https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Accessed 3 November 2026

60 Feuds spill into subs' accounts, and a call-out can be one dom using other people to hurt another.

◆

61 A rumour can spread private screenshots to dozens of people before anyone checks.

◆

62 Supporter names show on public wishlists, and doms who are friends look at each other's pages.

◆

63 Assume the name you use is known across the scene.

◆

64 A screenshot is easy to forge, and a rumour like this can cost a dom her subs before anyone checks.

◆

65 Reputations travel by hearsay, and forwarding a screenshot is a common way to smear someone.

◆

66 Hearsay grows by being repeated.

◆

67 Before she asks for money, a serious dom shows you her rules: her limits, what she throws out, the plain truth about prices and a clear way to stop.

◆

68 She tells a sub ahead of time when he mustn't send, and what happens then.

◆

69 If money meant for someone else reaches her, she passes it on at once and says so.

◆

70 She checks availability before she promises a gift.

◆

71 A dom who hides these has told you what she is.

◆

72 If that's wrong, he's the one who pays for it.

◆

73 Some makers disguise what a payment page really is.

◆

74 A processor that catches it can freeze the funds, a sub's money included.

◆

75 If any of this sounds familiar, set a limit while you're calm, keep a stop that works at once, and wait before you raise either.

◆