

# I'm Long Creator Coins on Zora (and Here's Why)

*By Jared Brannen*

I joined Zora at the beginning of September and instantly found it as fun as Instagram—but somehow more meaningful. I chose **7EVN** (alt spelling of “seven”) because I liked the idea of buying people’s CCs and posts so that **7, 7, 7** kept showing up in their feeds. It felt fun, and that’s how I started.

Weeks in, I’ve learned a lot—made mistakes, made some terrific investments, and built real connections I expect to keep building on. Overall the experience has been positive. With the **Base** integration providing a sturdy foundation for Creator Coins, I think Zora has huge potential.

Here is my invite link, for anyone that wants to join! If you join using my link I’ll definitely notice you. Reach out!

<https://zora.co/invite/7evn>

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## Doxxed by Choice, Strategy by Necessity

When I first joined, the number of anonymous accounts was overwhelming. I decided—maybe prematurely—to put my face, my company, and my faith on my Zora profile because I was mirroring my Instagram. That choice created a tailwind: when people can see who you are, there’s an expectation to perform for those trusting their capital in your CC.

Realizing my reputation was on the line, I leaned into **aggressive buybacks**. As a real-world business with real clients, I wasn’t comfortable owning only ~50% of my CC. I wanted to own much more. That forced me into the core strategic question every creator eventually faces: **Do you chase headline market cap now, or do you own more of your supply and play the long game?**

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## Strategy Depends on Outcomes

Someone who rockets up the market-cap charts can struggle to buy back later—it's simply more expensive. Someone who lets the market churn and buys back slowly might end up owning more at a lower cost. There isn't a single right answer; it depends on what you're trying to build.

Below is my short-form framework—the strategies I see creators using, with trade-offs stated plainly.

## **TL;DR — Creator Strategies by Desired Outcome**

### **1) “Cap Max” (headline market cap fast)**

**Goal:** Big number quickly (press, discovery, higher perceived status).

**Levers:** Thin liquidity (or don't deepen), focus on net buys, stack catalysts (collabs, drops), avoid treasury selling.

**Avoid:** Routine buybacks (better for momentum assists than subsidizing churn).

**Trade-offs:** Costly to add to your own stack later; higher volatility; if demand fades, drawdowns can be sharp.

### **2) “Owner-Builder” (own most of your CC long-term)**

**Goal:** Accumulate/retain majority at reasonable cost; long runway for utility.

**Levers:** Buybacks on weakness (not constantly), let churn pay you via LP fees, keep some liquidity but not too deep, grow supply held by you/family.

**Use:** Post-coin funnels, airdrops, raffles, allowlists funded by fees—not constant buys.

**Trade-offs:** Slower headline cap; requires patience and real utility so it isn't just self-buying.

### **3) “Cash-Flow LP” (earn from activity)**

**Goal:** Steady fees from trading; support healthy markets.

**Levers:** Provide deeper liquidity (lower slippage → more volume), avoid directional trading; rebalance ranges.

**Watch:** Impermanent loss vs fee income; pair choice (ZORA/ETH) affects P&L.

**Trade-offs:** Less “cap per dollar” move; fees may lag in quiet periods.

### **4) “Art-First Seller” (sell work, light treasury)**

**Goal:** Convert attention to income; less interest in owning the CC.

**Levers:** Frequent posts/mints with clear value; keep CC liquid enough for buyers; minimal buybacks.

**Trade-offs:** Smaller long-term stake; cap relies on continued releases and community demand.

## 5) “Squeeze Engine” (thin float for sharp upside windows)

**Goal:** Create conditions where small net buys move price a lot during launches.

**Levers:** Hold large supply (you already ~70%), keep liquidity just adequate, time small buybacks only at catalysts, publicly commit to no treasury sells.

**Trade-offs:** Illiquidity risk on down moves; must communicate clearly to avoid “low float = rug” fears.

### Quick rules of thumb

- **Cap ≠ volume:** only net inflow pushes cap sustainably.
  - **Buybacks:** great for accumulation on dips and “momentum assists,” bad as a 24/7 wall (invites farming).
  - **Liquidity depth:** deeper = easier entries but less cap per dollar; thinner = punchier runs but more slippage.
  - If you want to **own it:** accept slower cap today to control supply tomorrow.
  - If you want **headlines now:** aim for one-way demand windows and keep your treasury hands off the sell button.
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## Beyond Hype: Where Zora Makes Sense

**Big brands:** Zora is a growing ecosystem where funds can be pooled and allocated to community-driven projects that increase awareness and opportunity. With a large audience, it’s an easy yes—especially with **Base** lowering friction for on-chain participation.

**Local communities:** This is the overlooked piece. A CC can be useful with **hundreds** of supporters, not millions. Post-level coins can gate access to business utility, member perks, or IRL interactions. You don’t need a seven-figure market cap to make it work for real customers.

**Families of creators:** Multiple artists in one family can run a shared CC and let aunts, uncles, and cousins support them through purchases, participating in the upside as the ecosystem grows.

**Non-profits:** I haven't even started on fundraising potential—but transparent, campaign-based drops with visible on-chain routing are a natural fit.

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## The Friction I See (and Why It Matters)

**Scams and rugs:** The anonymous culture makes it easy for bad actors to pull liquidity—on their token or yours—and leave empty pools. In bull cycles the damage can be masked; in choppy or bear markets it can be devastating for new creators trying to get a foothold.

**Community tools:** Zora excels at pooling capital but doesn't provide a true workspace for teams to consolidate knowledge and collaborate. Some will integrate third-party tools (Skool, Circle, etc.); others—like my company—will develop stand-alone applications. However you do it, building a **circle of trust** and organizing CC holders becomes paramount.

**AI and identity:** If your image is online, AI will remix it. That's true anywhere, but Zora's pace makes it more visible. Watermarks, provenance, and clear channels for "official" assets help.

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## Where I Land (for Now)

There's a ton of room to improve Zora's product and the surrounding tools, but the **foundation with Base is solid**. Many creator coins will outperform in specific windows, but a rising tide only floats boats without holes. The work is to keep the criminals out, keep the stewards in, and design systems that let good projects float.

It's thrilling to invest in creators and give them reasons to create. I want a world where we can enjoy each other's work and support each other's market caps enough that people can live, care for their families, and grow. That's what **Digital Dimensions** is about. There will be ups and downs—that's human nature—but we're committed to building on Base with people who **show up, stay, invest, support, and thrive**.

Join me today on Zora!

<https://zora.co/invite/7evn>