

PHASE 1: READINESS

01. Choose the launch market

Establish which country's rules govern the shop.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

Confirm the market, legal entity, category access and service capability before inviting affiliates. A shop can be approved while an individual product remains ineligible. Treat shop access, product approval and affiliate access as separate checks.

EXECUTE THE PROCEDURE

1. Confirm the selling entity and intended customer country.
2. Open the local Seller Center and save its eligibility guidance.
3. List products that need separate category approval.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Market and legal-entity decision signed off.

Watch for: Using US advice for a UK shop.

OPERATOR WORKSHEET

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Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 1: READINESS

02. Assign the launch team

Make every operational decision accountable.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

Confirm the market, legal entity, category access and service capability before inviting affiliates. A shop can be approved while an individual product remains ineligible. Treat shop access, product approval and affiliate access as separate checks.

EXECUTE THE PROCEDURE

1. Name the accountable launch owner.
2. Assign catalog, compliance, creator, warehouse and support owners.
3. Document deputies and escalation contacts.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Named owner matrix with backups.

Watch for: Everyone assumes somebody else owns returns.

OPERATOR WORKSHEET

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PHASE 1: READINESS

03. Build the policy register

Make changing policies visible before execution.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

Confirm the market, legal entity, category access and service capability before inviting affiliates. A shop can be approved while an individual product remains ineligible. Treat shop access, product approval and affiliate access as separate checks.

EXECUTE THE PROCEDURE

1. Collect local seller, product, affiliate and advertising policies.
2. Save links with review dates and affected procedures.
3. Schedule rechecks before each launch and paid test.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Policy register with version dates.

Watch for: Treating an old blog as current policy.

OPERATOR WORKSHEET

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PHASE 1: READINESS

04. Prepare seller verification

Submit accurate information through official onboarding.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

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EXECUTE THE PROCEDURE

1. Collect the entity and identity documents requested in your market.
2. Reconcile names and addresses across documents.
3. Submit through Seller Center and log requested corrections.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Official onboarding status recorded.

Watch for: Submitting mismatched legal names.

OPERATOR WORKSHEET

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PHASE 1: READINESS

05. Secure account access

Avoid shared passwords and unnecessary permissions.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

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EXECUTE THE PROCEDURE

1. Enable available account security controls.
2. Assign the least access needed for each staff member.
3. Document recovery ownership and revoke departed staff.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Access matrix and recovery owner.

Watch for: Giving a contractor full account control.

OPERATOR WORKSHEET

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PHASE 1: READINESS

06. Verify category access

Prevent seeding a product that cannot be listed.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

Confirm the market, legal entity, category access and service capability before inviting affiliates. A shop can be approved while an individual product remains ineligible. Treat shop access, product approval and affiliate access as separate checks.

EXECUTE THE PROCEDURE

1. Find each product's correct category.
2. Check restrictions and qualification requirements locally.
3. Get approval or hold the SKU before outreach.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

SKU-level eligibility evidence.

Watch for: Assuming shop approval approves every product.

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PHASE 1: READINESS

07. Review product substantiation

Separate documented facts from marketing claims.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

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EXECUTE THE PROCEDURE

1. Collect ingredient, material, test and labeling evidence.
2. Map each proposed claim to its evidence.
3. Remove unsupported or medical claims from copy.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Approved claim-evidence register.

Watch for: Repeating a supplier claim without documentation.

OPERATOR WORKSHEET

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PHASE 1: READINESS

08. Connect the warehouse

Create reliable order and inventory handoffs.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

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EXECUTE THE PROCEDURE

1. Map seller SKUs to warehouse SKUs.
2. Test an order, cancellation and tracking update.
3. Assign a reconciliation owner for integration failures.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Test order and tracking visible in both systems.

Watch for: An integration appears connected but does not sync variants.

OPERATOR WORKSHEET

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PHASE 1: READINESS

09. Set shipping and returns

Use the current market's rules and your actual capacity.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

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EXECUTE THE PROCEDURE

1. Review Seller Center delivery and returns requirements.
2. Configure supported shipping services and return handling.
3. Document exception ownership and customer messaging.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Shipping and returns settings checked against local policy.

Watch for: Inventing a universal shipping deadline.

OPERATOR WORKSHEET

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PHASE 1: READINESS

10. Create the launch risk log

Identify blockers before investing in samples.

Accountable owner: Operations lead | Handoff: verified acceptance evidence

Confirm the market, legal entity, category access and service capability before inviting affiliates. A shop can be approved while an individual product remains ineligible. Treat shop access, product approval and affiliate access as separate checks.

EXECUTE THE PROCEDURE

1. List compliance, inventory, cash and service risks.
2. Assign likelihood, impact, owner and mitigation.
3. Separate stop-launch risks from issues that can be monitored.

KEEP THE EVIDENCE

Record the market, decision owner, evidence link, policy review date and unresolved blockers. Do not copy eligibility thresholds from another country or an old tutorial.

ACCEPTANCE GATE

Risk log with explicit go/no-go blockers.

Watch for: Hiding an unresolved approval inside a task list.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

11. Select the hero SKU

Choose the first product for controlled testing.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Compare demonstrability, margin, availability and return risk.
2. Check that a creator can show an honest use case.
3. Select one lead SKU and record why alternatives wait.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Hero SKU decision with supporting evidence.

Watch for: Launching the entire catalog without learning.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

12. Write accurate product titles

Make listings easy to understand without exaggerated benefits.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Use the real product name, category and relevant specification.
2. Remove unsupported superlatives and competitor trademarks.
3. Check the title against the actual package and category rules.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Approved title for each launch SKU.

Watch for: Keyword stuffing obscures the product.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

13. Plan product photography

Answer purchase questions through accurate images.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Capture packaging, scale, contents and use context.
2. Show variants and measurements consistently.
3. Review images for misleading retouching and missing warnings.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Image checklist tied to customer questions.

Watch for: A photo implies an unverified result.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

14. Film the product demonstration

Show what the item actually does.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Choose a demonstrable use case and safe setting.
2. Film real operation with readable details.
3. Check audio, captions and product identification on a phone.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Approved demo asset linked to its SKU.

Watch for: An attractive video never shows the product in use.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

15. Reconcile variants

Prevent creators linking the wrong size or color.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Map each option to a unique SKU and stock record.
2. Order test variants and compare package labels.
3. Check listing selectors and warehouse picking instructions.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Variant map reconciled against a test order.

Watch for: One stock pool hides sold-out sizes.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

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Personal launch help: scaleontiktok.com

PHASE 2: CATALOG AND ECONOMICS

16. Write the product detail page

Resolve buyer objections before the affiliate click.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Explain contents, specifications, usage and limitations.
2. Include only evidence-backed statements and required warnings.
3. Ask support to check the page against recurring questions.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

PDP approved by merchandising and compliance.

Watch for: A creator promises what the listing cannot substantiate.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

17. Calculate contribution per order

Know how much room exists for acquisition costs.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Start with actual customer revenue after discounts.
2. Subtract applicable fees, landed cost, fulfillment, commission and refund allowance.
3. Show scenarios for different rates and baskets.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

SKU contribution worksheet with sourced cost inputs.

Watch for: Calling revenue profit.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

18. Set promotion guardrails

Keep discounts compatible with commission and margin.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Model each promotion with its commission terms.
2. Verify discount mechanics and displayed prices in Seller Center.
3. Set an internal minimum contribution and approval owner.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Approved promotion scenarios and floor.

Watch for: Stacked discounts turn every sale negative.

OPERATOR WORKSHEET

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PHASE 2: CATALOG AND ECONOMICS

19. Design useful bundles

Increase basket value without forcing irrelevant products.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Choose products used together and check category compatibility.
2. Calculate bundle contribution and warehouse pick cost.
3. Test the buyer journey and creator explanation.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Bundle SKU with tested fulfillment and economics.

Watch for: A bundle increases revenue but destroys margin.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

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PHASE 2: CATALOG AND ECONOMICS

20. Set inventory buffers

Keep launch demand within replenishment capacity.

Accountable owner: Merchandising lead | Handoff: verified acceptance evidence

Build a product offer that a creator can explain honestly and a warehouse can deliver profitably. Separate attractive gross sales from contribution after fees, commission, shipping, refunds and samples.

EXECUTE THE PROCEDURE

1. Calculate expected demand from a conservative scenario.
2. Reserve sample stock separately from sellable stock.
3. Define a stock threshold that pauses new outreach or ads.

KEEP THE EVIDENCE

Keep one version-controlled SKU sheet. Record price, landed cost, stock, category, variants, claim evidence and the approved product URL.

ACCEPTANCE GATE

Stock plan with reorder and pause triggers.

Watch for: Samples consume the inventory intended for customers.

OPERATOR WORKSHEET

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PHASE 3: AFFILIATE PROGRAM

21. Define the creator proposition

Explain why a suitable affiliate should participate.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. State the audience fit and demonstrable product value.
2. List the real commission and support available.
3. Separate optional opportunities from guaranteed obligations.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

One-page honest creator offer.

Watch for: Promising income the brand cannot guarantee.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

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PHASE 3: AFFILIATE PROGRAM

22. Model affiliate commission

Choose terms the business can sustain.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Calculate contribution at each proposed rate.
2. Check current commission mechanics and protection rules.
3. Approve a rate schedule with effective dates and an owner.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Commission model using actual costs.

Watch for: Lowering a rate without checking accepted terms.

OPERATOR WORKSHEET

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PHASE 3: AFFILIATE PROGRAM

23. Choose collaboration modes

Match open access and targeted invitations to the objective.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Review the modes available in the current account.
2. Use open discovery for eligible broad-fit SKUs.
3. Use targeted invitations for specific creator-product matches.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Collaboration plan by SKU and creator segment.

Watch for: Confusing an invitation with an accepted deliverable.

OPERATOR WORKSHEET

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PHASE 3: AFFILIATE PROGRAM

24. Write sample eligibility rules

Approve samples using fit and capacity rather than arbitrary reach.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Define evidence of category fit and content quality.
2. Set internal stock and budget limits for approvals.
3. Document exception reasons and avoid claiming these are platform thresholds.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Sample decision rubric and budget owner.

Watch for: Treating follower count as proof of selling ability.

OPERATOR WORKSHEET

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PHASE 3: AFFILIATE PROGRAM

25. Draft collaboration terms

Make accepted obligations understandable.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Specify deliverables only where mutually agreed.
2. Document compensation, timing, disclosures and cancellation.
3. Separate organic affiliate participation from paid-media rights.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Accepted terms retained with version history.

Watch for: Adding requirements after a sample is shipped.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 3: AFFILIATE PROGRAM

26. Set the refund adjustment policy

Avoid paying bonuses on revenue that later reverses.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Check how platform commissions are settled and adjusted.
2. Define internal bonus calculations using finalized orders.
3. Explain calculation windows and dispute handling in writing.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Settlement-aware bonus policy.

Watch for: Using gross GMV for final partner payouts.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 3: AFFILIATE PROGRAM

27. Build the creator welcome pack

Provide everything needed for a truthful first post.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Link the approved product listing and brief.
2. Include disclosure guidance and support contact.
3. Explain sampling, commission and any accepted content obligations.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Welcome pack linked to current terms.

Watch for: Creators rely on an outdated product link.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 3: AFFILIATE PROGRAM

28. Define optional performance bonuses

Reward useful contribution without hidden terms.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Choose a metric the brand can verify.
2. Model the bonus cost after refunds and other expenses.
3. Publish eligibility, calculation period and payment process.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Written bonus scenario approved by finance.

Watch for: A bonus is offered without a calculation method.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 3: AFFILIATE PROGRAM

29. Set community boundaries

Make support scalable without pressuring creators.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Choose an opt-in communication channel.
2. Publish moderation rules and response ownership.
3. Keep confidential creator earnings out of public channels.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Community charter and consent record.

Watch for: Adding creators to a group without permission.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 3: AFFILIATE PROGRAM

30. Approve the affiliate program

Require agreement across finance and operations.

Accountable owner: Affiliate lead | Handoff: verified acceptance evidence

Design the collaboration around explicit terms and contribution margin. Open discovery and targeted invitations serve different purposes. A sample request, an invitation and an accepted paid deliverable are not the same agreement.

EXECUTE THE PROCEDURE

1. Review terms, margins, stock and creator support together.
2. Confirm current eligibility for the chosen products.
3. Record unresolved blockers before invitations go live.

KEEP THE EVIDENCE

Record the creator, product, collaboration type, commission terms, sample terms, consent, deliverables and next action. Keep the original accepted agreement.

ACCEPTANCE GATE

Program approval with owners and evidence.

Watch for: Commission is approved but samples cannot be fulfilled.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

31. Define the creator ICP

Describe the customer problem the creator can credibly demonstrate.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. List customer situations and content formats.
2. Translate those into creator expertise and audience cues.
3. Separate mandatory fit from preferences.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Creator ICP with observable criteria.

Watch for: A demographic label substitutes for product fit.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

32. Map niche search terms

Find creators through actual category conversations.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. List product uses, objections and routine keywords.
2. Search relevant content and collect creator URLs.
3. Group findings by use case instead of follower size.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Research query map and source links.

Watch for: Only searching the brand name.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

33. Research competitor affiliates

Learn category formats without copying claims or footage.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Identify comparable products and public affiliate posts.
2. Record demonstration style and audience questions.
3. Verify observations manually and do not infer hidden revenue.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Competitor content log with source URLs.

Watch for: A tool estimate is reported as audited sales.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

34. Use research tools responsibly

Treat discovery tools as leads rather than definitive truth.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Filter available FastMoss or Kalodata data by relevant category.
2. Save the observation date and tool attribution.
3. Validate finalists against their actual public content.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Verified shortlist with tool-source labels.

Watch for: Outdated tool data controls sample decisions.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

35. Evaluate demonstrations

Assess whether a creator explains products clearly.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Watch multiple recent category posts.
2. Score visible use, specificity and understandable delivery.
3. Record concrete examples instead of vague impressions.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Demonstration score with referenced posts.

Watch for: One viral clip determines the entire score.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

36. Check audience relevance

Distinguish authentic category interest from empty attention.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Review questions and conversations in comments.
2. Check audience geography where legitimately available.
3. Look for signs of irrelevant or suspicious engagement.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Audience-fit notes and limitations.

Watch for: Inventing an audience breakdown from appearances.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

37. Verify contact information

Use legitimate business contact channels.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Use public business contacts or approved platform tools.
2. Record the source and permitted channel.
3. Respect platform limits and applicable privacy rules.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Contact record with source and consent status.

Watch for: Scraping private details or ignoring opt-outs.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

38. Deduplicate creator records

Avoid duplicate invitations and distorted funnel reporting.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Normalize handles and platform URLs.
2. Assign one internal creator ID across channels.
3. Merge duplicate records while preserving opt-out history.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Clean creator master table.

Watch for: The same person is contacted by three team members.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

39. Prioritize the shortlist

Allocate review effort to the strongest product matches.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Rank fit, demonstration quality and operational reliability.
2. Use available verified selling evidence carefully.
3. Review exceptions as a team before sample approvals.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Ranked shortlist with rationale.

Watch for: An opaque score hides weak category fit.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 4: CREATOR SOURCING

40. Plan researcher capacity

Set a sustainable discovery throughput.

Accountable owner: Creator researcher | Handoff: verified acceptance evidence

Prioritize demonstrable audience-product fit over follower count. A credible creator needs the right use case, honest presentation, reachable contact details and evidence that their audience responds to the category.

EXECUTE THE PROCEDURE

1. Time actual review and verification tasks.
2. Estimate qualified records per researcher per day.
3. Set a target from measured capacity and revise it weekly.

KEEP THE EVIDENCE

Use a single creator ID, source URL, niche, content fit, contact permission, status, last contact and next action. Never invent handles or sales data.

ACCEPTANCE GATE

Capacity plan with observed review times.

Watch for: Claiming 100 new signed creators every day.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

41. Write the first invitation

Earn a reply with a specific relevant offer.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Reference one genuine example of category content.
2. Explain the real product, compensation and next step.
3. Keep the message short and avoid guaranteed earnings.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Approved personalized invitation template.

Watch for: A generic blast looks like spam.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

42. Build a follow-up sequence

Follow up without disregarding consent.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Set internal reminders based on capacity and channel rules.
2. Add new useful information rather than repeating pressure.
3. Stop on decline, opt-out or exhausted sequence.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Follow-up schedule with stop conditions.

Watch for: Contacting someone indefinitely.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

43. Route creator replies

Make replies actionable rather than leaving them in inboxes.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Classify interested, questions, later and declined.
2. Assign an owner and next response date.
3. Update every channel when a creator opts out.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Reply queue with accountable owner.

Watch for: Interest is counted but never onboarded.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

44. Answer product questions

Give evidence instead of improvising benefits.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Use the approved claim register and product documentation.
2. Escalate health or safety questions to compliance.
3. Update the shared FAQ when a new verified answer emerges.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Answered question linked to approved evidence.

Watch for: An outreach assistant makes a medical promise.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

45. Confirm accepted terms

Record what the creator actually agreed to.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Restate product, compensation and mutually agreed deliverables.
2. Confirm any sample or rights conditions before shipment.
3. Save the acceptance record with the correct version.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Creator acceptance traceable to terms.

Watch for: A thumbs-up is treated as unlimited ad permission.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

46. Collect shipment details safely

Minimize personal data and keep it out of public channels.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Use the platform or a secure approved collection process.
2. Restrict address access to fulfillment staff.
3. Delete or retain data according to the documented policy.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Authorized shipment request and restricted access.

Watch for: Posting addresses in a group chat.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

47. Onboard the first cohort

Move a manageable group through the same workflow.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Select a cohort matched to sample and support capacity.
2. Send the current welcome pack and support contacts.
3. Confirm product link and unresolved questions.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Cohort roster with onboarding completion.

Watch for: Launching more creators than the team can support.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

48. Track outreach funnel stages

Measure actual progress rather than message volume.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Define contacted, replied, accepted, shipped and posted.
2. Count unique creators within a fixed reporting window.
3. Show stage losses and reasons in the weekly review.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Stage definitions and deduplicated report.

Watch for: Counting invitations as active affiliates.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

49. Recover stalled onboarding

Resolve barriers instead of assuming lack of interest.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Identify missing terms, address or product questions.
2. Send one relevant assistance message through an approved channel.
3. Close or defer records using documented criteria.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Stalled-record resolution log.

Watch for: Sending samples without confirmed eligibility.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 5: OUTREACH AND ONBOARDING

50. Audit outreach quality

Keep the team consistent as volume grows.

Accountable owner: Affiliate manager | Handoff: verified acceptance evidence

Keep outreach personal, specific and consent-aware. Measure the entire funnel from qualified contacts to accepted collaborations, delivered samples and useful published content. Volume is a capacity plan, not a promise.

EXECUTE THE PROCEDURE

1. Review a sample of messages and consent handling.
2. Compare promised terms with approved program rules.
3. Coach on errors and update templates once.

KEEP THE EVIDENCE

Record the exact offer, contact channel, send date, reply, accepted terms, opt-out status and follow-up owner. Suppress opted-out contacts across every channel.

ACCEPTANCE GATE

Quality review with corrected process.

Watch for: Scaling a flawed promise across hundreds of messages.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

51. Reserve sample inventory

Protect the customer stock pool.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Set an internally approved sample allocation.
2. Record SKU and expiry or variant constraints.
3. Reconcile sample releases against remaining sellable inventory.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Sample stock ledger tied to warehouse records.

Watch for: Sample stock exists only in a spreadsheet.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

52. Approve sample requests

Make each release evidence-based.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Check creator fit, accepted terms and product eligibility.
2. Confirm stock and remaining sample budget.
3. Log approval or decline with a short reason.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Authorized request with decision rationale.

Watch for: Approving every request to inflate creator count.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

53. Create sample orders

Make samples traceable from creator to parcel.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Use the supported sample workflow where available.
2. Attach the creator ID and correct SKU.
3. Verify address and order classification before picking.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Sample order reconciled to creator and SKU.

Watch for: A free sample is confused with a customer sale.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

54. Pack for honest demonstrations

Ensure the creator receives the real customer experience.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Check product integrity, labels and included instructions.
2. Use protective packaging appropriate to the item.
3. Avoid inserts that ask for false reviews or claims.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Packing check signed off before dispatch.

Watch for: The creator receives a premium version buyers never get.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

55. Dispatch and track samples

Know where every approved parcel is.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Hand orders to the agreed shipping service.
2. Capture tracking through the supported workflow.
3. Monitor exceptions and follow actual platform deadlines.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Tracking visible and exception owner assigned.

Watch for: Marking a parcel shipped without carrier handoff.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

56. Resolve damaged deliveries

Protect creator safety and avoid unusable footage.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Ask for relevant evidence through a private support channel.
2. Assess replacement, refund or cancellation under terms.
3. Record batch or packing issues for warehouse correction.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Resolved damage case and root-cause note.

Watch for: A creator is told to demonstrate a damaged item.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

57. Confirm delivery and next steps

Support posting without inventing obligations.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Check actual carrier delivery status.
2. Send the current brief and offer assistance.
3. Restate only the timing already accepted or required by the sample program.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Delivery and support record linked to accepted terms.

Watch for: A delivery notification becomes a new contract.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

58. Manage non-posting samples

Recover learning while respecting collaboration terms.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Check the applicable sample rules and agreement.
2. Ask about barriers or defects before escalation.
3. Document the outcome and future approval decision.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Resolution record without fabricated obligations.

Watch for: Demanding repayment when terms do not allow it.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

59. Measure sample economics

Calculate what the cohort cost and returned.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Sum product, packaging, shipping and support costs.
2. Use settled contribution from attributable orders consistently.
3. Compare cohorts using the same observation window.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Cohort sample cost and contribution report.

Watch for: GMV per sample is treated as profit per sample.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 6: SAMPLING AND FULFILLMENT

60. Reconcile the sample ledger

Close gaps between operational and financial records.

Accountable owner: Fulfillment lead | Handoff: verified acceptance evidence

Treat every sample as an investment and every shipping event as an operational record. Follow the actual collaboration terms and current platform deadlines; do not impose made-up posting obligations after shipping.

EXECUTE THE PROCEDURE

1. Match approved requests, warehouse releases and delivered parcels.
2. Investigate missing tracking and duplicated orders.
3. Reconcile actual invoices and close unresolved entries.

KEEP THE EVIDENCE

Join the creator ID to SKU, sample authorization, order ID, tracking, delivery date, promised deliverable, posting status and actual cost.

ACCEPTANCE GATE

Sample ledger balances with warehouse and finance.

Watch for: An untracked replacement doubles sample spend.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

61. Write the core creative brief

Give creators direction without falsifying experience.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. State the customer question and real product use case.
2. Provide approved facts, limitations and disclosure requirements.
3. Specify agreed deliverables and approval contacts.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Versioned brief linked to the claim register.

Watch for: A script requires a result the creator did not experience.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

62. Build a hook test matrix

Test distinct customer questions not just new words.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Choose several truthful objections or use situations.
2. Pair each with a visible demonstration and clear product identification.
3. Label variations so performance can be compared.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Hook matrix with a test hypothesis per concept.

Watch for: Ten hooks all make the same unsupported claim.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

63. Capture safe demonstrations

Show the product in a realistic setting.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Follow product instructions and relevant safety warnings.
2. Avoid unsafe behavior or exaggerated transformations.
3. Review footage against the actual listing and product evidence.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Safe demonstration approved for the intended use.

Watch for: Entertainment overrides product safety.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

64. Explain ingredients and materials

Make technical details understandable and accurate.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Use the actual label or documented specification.
2. Translate facts without inventing health or performance benefits.
3. Show limitations when a claim needs context.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Evidence-linked ingredient or material script.

Watch for: A material description turns into an unproven guarantee.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

65. Build an objection library

Answer real buyer hesitation consistently.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Collect questions from support and public comments.
2. Group by fit, usage, shipping, value and limitations.
3. Draft answers using the approved evidence register.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Objection-answer library with source links.

Watch for: Invented FAQs replace actual customer concerns.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

66. Check disclosure and endorsements

Make commercial relationships easy to recognize.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Review current FTC and platform disclosure guidance.
2. Make disclosure clear in the content where viewers see the endorsement.
3. Never demand a positive opinion or fake experience.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Disclosure checklist and honest endorsement review.

Watch for: Relying only on an obscure hashtag.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

67. Verify music and footage rights

Avoid using material not cleared for the intended channel.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Check commercial music permission for the specific placement.
2. Identify third-party images, logos and clips.
3. Replace or license assets before paid or cross-channel use.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Asset rights record by placement.

Watch for: Assuming trending audio is licensed for all ads.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

68. Review captions and product links

Make the post understandable and actionable on mobile.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Check readable captions against the visible interface.
2. Test the linked SKU and selected variant.
3. Confirm price and offer wording match the current listing.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Phone-view review with working product link.

Watch for: Captions hide the product or link to a sold-out variant.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

69. Collect paid usage permission

Separate posting from media licensing.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Specify allowed channels, edits, term and compensation.
2. Get written authorization and required platform permission.
3. Track expiry and withdrawal handling before ads run.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Rights log with permitted placements and dates.

Watch for: An affiliate post is assumed to include Meta rights.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 7: CONTENT AND COMPLIANCE

70. Approve and archive content

Retain a reliable record of what went live.

Accountable owner: Creative lead | Handoff: verified acceptance evidence

Give creators boundaries and evidence without scripting false personal experience. A strong brief states the customer question, truthful demonstration, disclosure, product link, prohibited claims and approval process.

EXECUTE THE PROCEDURE

1. Review claims, disclosure, links and rights for the intended placement.
2. Record the published URL and brief version.
3. Store only authorized source files with accountable access.

KEEP THE EVIDENCE

Retain the brief version, substantiation, creator consent, footage source, disclosure check, published URL and separate paid-media authorization.

ACCEPTANCE GATE

Approved asset record with publication evidence.

Watch for: No one can trace which brief produced a claim.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

71. Set the pilot calendar

Coordinate a manageable first publishing wave.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Choose dates from stock and fulfillment capacity.
2. Confirm creator availability without inventing obligations.
3. Schedule review time and support coverage.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Pilot calendar linked to cohort and stock.

Watch for: Content goes live before inventory is available.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

72. Run the go/no-go review

Require evidence before inviting demand.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Check category approval, listings, margin and stock.
2. Confirm fulfillment, support and accepted creator terms.
3. Record blockers and a named decision owner.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Signed launch checklist with unresolved issues.

Watch for: An excited launch date overrides a compliance blocker.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

73. Test the live buyer journey

Catch real purchase blockers before the cohort posts.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Open the actual product link in the target market.
2. Review variants, checkout and shipping information.
3. Use an authorized test order and reconcile fulfillment.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Buyer journey record and test-order resolution.

Watch for: Only reviewing the listing in the staff account.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

74. Monitor the first publishing wave

Detect issues early without micromanaging opinions.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Collect live post URLs through approved workflows.
2. Check correct products, disclosure and claims.
3. Escalate errors with a clear correction request.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Publishing tracker and issue resolutions.

Watch for: Unapproved copy is discovered only after amplification.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

75. Staff customer support

Protect conversion and post-purchase trust.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Prepare factual answers for launch-specific questions.
2. Assign support coverage based on expected order load.
3. Escalate safety, damage and fulfillment problems quickly.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Support rota and approved answer bank.

Watch for: Traffic increases but nobody answers buyers.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

76. Prepare affiliate LIVE sessions

Check eligibility and actual operational readiness.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Confirm current LIVE and shop capabilities in the account.
2. Plan truthful demonstrations and authorized offers.
3. Assign moderation and stock monitoring before scheduling.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

LIVE runbook with capability checks.

Watch for: Assuming every creator can host shoppable LIVE.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

77. Moderate a shopping LIVE

Keep demonstrations, questions and stock aligned.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Use approved product information for answers.
2. Monitor pinned products and active promotions.
3. Escalate claims or stock problems without promising impossible delivery.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Moderation log and corrected issues.

Watch for: A host creates an unapproved discount live.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

78. Manage launch incidents

Pause exposure when the operation cannot serve demand.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Classify stock, price, claims and fulfillment incidents.
2. Assign containment and customer communication owners.
3. Document resolution before resuming traffic.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Incident log with pause and resume decision.

Watch for: Ads keep running against a broken offer.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

79. Collect customer learning

Turn early orders into verifiable improvements.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Review support themes and authorized feedback.
2. Separate product defects from content confusion.
3. Update listing and briefs with evidence-backed answers.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Customer-learning log tied to changes.

Watch for: Deleting criticism instead of fixing the problem.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 8: LAUNCH EXECUTION

80. Complete the pilot retrospective

Decide whether to repeat, revise or stop.

Accountable owner: Launch lead | Handoff: verified acceptance evidence

Run a controlled pilot before increasing exposure. Check stock, pricing, creator product links, customer support and fulfillment on the same day. A launch succeeds operationally only when orders can be served reliably.

EXECUTE THE PROCEDURE

1. Review contribution, sample yield, service and content quality.
2. Identify the largest bottleneck using recorded evidence.
3. Approve the next cohort only after corrective actions.

KEEP THE EVIDENCE

Maintain a launch runbook with named owners, go/no-go evidence, response actions and a timestamped issue log. Plan a rollback before switching on traffic.

ACCEPTANCE GATE

Pilot decision with owner and action dates.

Watch for: A viral post hides poor fulfillment and refunds.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

81. Define the metric dictionary

Make all reports use the same meaning.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Define GMV, settled revenue, contribution and active creator.
2. Specify attribution and refund treatment.
3. Document denominator and window for every rate.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Shared metric dictionary approved by finance.

Watch for: Two teams report different versions of revenue.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

82. Export platform data

Preserve raw records for reproducible analysis.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Use authorized reporting exports available to the account.
2. Record date range, timezone and filters.
3. Store raw exports separately from transformed reports.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Raw export archive with retrieval instructions.

Watch for: Screenshots substitute for auditable order data.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

83. Join creator and order records

Link outcomes without inventing attribution.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Map platform creator IDs to internal records.
2. Use available attribution fields and document gaps.
3. Keep unmatched orders separate rather than guessing.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Join report with matched and unmatched totals.

Watch for: The same sale is assigned to multiple creators.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

84. Calculate cohort activation

Measure how sampling translates to real publication.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Count unique delivered-sample creators in a defined cohort.
2. Count qualifying published posts within the same window.
3. Report pending deliveries and incomplete windows separately.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Activation report with explicit denominator.

Watch for: Total posts are divided by total messages sent.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

85. Evaluate contribution by creator

Compare economic outcomes after relevant costs.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Calculate settled attributable contribution consistently.
2. Allocate samples and agreed fees with a documented method.
3. Mark small samples and attribution uncertainty.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Creator contribution report with limitations.

Watch for: Gross GMV becomes a guaranteed creator ROI.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

86. Diagnose the conversion bottleneck

Separate content, listing and service problems.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Review available view, click and order metrics by stage.
2. Compare like-for-like windows and traffic sources.
3. Test one likely cause before changing everything.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Bottleneck hypothesis and controlled test.

Watch for: Blaming creators for a broken checkout.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

87. Monitor returns and refunds

Detect content mismatch and product defects.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Group return reasons by SKU, variant and cohort.
2. Compare mature reporting periods rather than incomplete orders.
3. Change claims, sizing or packing based on evidence.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Refund review linked to corrective action.

Watch for: A return spike is ignored during a sales celebration.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

88. Forecast replenishment

Use conservative demand scenarios and real lead times.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Calculate current sellable stock and outstanding orders.
2. Model low, base and high demand from observed data.
3. Set reorder and traffic-pause triggers with purchasing.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Replenishment forecast with stated assumptions.

Watch for: Future viral demand is treated as certain.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

89. Review experiment results

Make repeatable decisions from comparable tests.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Document the hypothesis, intervention and window.
2. Compare contribution and operational effects together.
3. Keep inconclusive tests separate from wins.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Experiment log with decision and caveats.

Watch for: A single high-view post is called definitive evidence.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 9: MEASUREMENT AND OPTIMIZATION

90. Publish the weekly operating review

Keep the team focused on the next constraint.

Accountable owner: Analytics lead | Handoff: verified acceptance evidence

Use consistent denominators and reporting windows. GMV, settled revenue and contribution are different. Creator performance can change when refunds settle or attribution windows close. Do not credit the same sale twice.

EXECUTE THE PROCEDURE

1. Review funnel, costs, stock, refunds and rights expiry.
2. Assign one owner for each corrective action.
3. Compare actual outcomes to planning assumptions without hiding gaps.

KEEP THE EVIDENCE

Keep raw exports, metric definitions, reporting windows, creator IDs, costs and refund adjustments. Label forecast values separately from observed outcomes.

ACCEPTANCE GATE

Weekly review with accountable next actions.

Watch for: Reporting only vanity metrics.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

91. Choose paid-media candidates

Amplify assets that are authorized and operationally viable.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Shortlist content with credible product response.
2. Verify current ad eligibility and separate usage rights.
3. Check margin, stock and customer-service readiness.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Paid shortlist cleared by compliance and operations.

Watch for: Choosing the biggest view count without rights.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

92. Verify current Shop ad capabilities

Use the workflow actually available in the account.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Review current TikTok Shop and Ads Manager documentation.
2. Confirm GMV Max or other available campaign configuration.
3. Record account and region limitations before planning tests.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Capability record with official source links.

Watch for: Applying an obsolete campaign tutorial.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

93. Authorize creator ad use

Make platform permission match the license.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Obtain the required creator permission for the placement.
2. Check duration and permitted edits against the agreement.
3. Record authorization expiry and a removal owner.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Verified authorization tied to asset license.

Watch for: A permission code is treated as perpetual ownership.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

94. Set a paid test budget

Limit downside using contribution and cash capacity.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Calculate the maximum acquisition cost the SKU can support.
2. Set an internal test spend cap and observation window.
3. Write stock, refund and cost stop conditions before launch.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Approved test budget and stop rules.

Watch for: Scaling spend because gross ROAS looks attractive.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

95. Measure incremental paid outcomes

Avoid confusing attributed sales with new demand.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Track spend and settled contribution with consistent windows.
2. Compare suitable baseline periods and disclose confounders.
3. Use available controlled tests without claiming certainty from correlation.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Paid review with attribution limitations.

Watch for: Organic affiliate orders are counted again as paid profit.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

96. Adapt content for Meta

License and edit for a separate channel deliberately.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Confirm Meta placement rights and music permissions.
2. Review applicable ad policy and disclosure requirements.
3. Adjust framing and CTA without inventing product claims.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Meta-ready asset with separate authorization.

Watch for: A TikTok license is assumed to cover every platform.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

97. Expand the creator cohort

Grow only within service and working-capital limits.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Use pilot funnel rates to estimate support and sample demand.
2. Choose a cohort size the operation can fulfill.
3. Pause expansion when stock or contribution falls outside internal guardrails.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Expansion plan grounded in observed pilot data.

Watch for: Outreach volume grows faster than the warehouse.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

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Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

98. Build repeat creator partnerships

Reward reliability and fit with clear new terms.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Invite strong partners using settled performance and content quality.
2. Discuss future concepts and capacity honestly.
3. Document each new commitment and compensation separately.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Renewed partnership plan with accepted terms.

Watch for: Past participation is assumed to create future obligations.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

99. Plan repeat-purchase support

Improve product experience without prohibited diversion.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Provide accurate usage and care information through permitted channels.
2. Ask for honest feedback without requiring positive reviews.
3. Check platform and privacy rules before off-platform contact.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Post-purchase support plan with consent checks.

Watch for: An insert pressures buyers to leave five stars.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launchtiktokshop.org

Personal launch help: scaleontiktok.com

PHASE 10: PAID GROWTH AND RETENTION

100. Maintain the 2026 operating manual

Keep the launch system current after the first campaign.

Accountable owner: Growth lead | Handoff: verified acceptance evidence

Expand only after the pilot clears contribution, service and rights checks. Paid usage must be authorized; platform capabilities vary by account, region and current product configuration. Do not assume an old ad workflow still exists.

EXECUTE THE PROCEDURE

1. Recheck policies and account capabilities before each major launch.
2. Update procedures using actual incident and experiment learning.
3. Archive old versions and assign the next review owner.

KEEP THE EVIDENCE

Record spend limits, authorized assets, permitted channels, expiry dates, stock cover, settlement-adjusted contribution and the stop condition before each test.

ACCEPTANCE GATE

Versioned SOP with review date and change log.

Watch for: Calling a document current because the title says 2026.

OPERATOR WORKSHEET

Record the actual result, not merely the attempted action. Attach source evidence; hold the handoff if approval, safety, stock, consent or rights remain unresolved.

Current state / evidence link

Action owner / blocker

Next action / review date

Policy checks: seller-us.tiktok.com/university/home | ftc.gov/endorsements

Verify local rules and current account capabilities. No guaranteed sales or creator outcomes.

Independent reading: launch.tiktokshop.org

Personal launch help: scaleontiktok.com