Your
Learner Journey
Workbook.

Getting Started Toolkit

Practice
Apply the knowledge you learn

Reflect
What matters to your business

Plan
Strategize and set impactful goals

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Welcome

Let's get started on your **TikTok Shop** journey! This workbook is designed to help you navigate the many ways to set your shop up for success!

Each module in the **Learner Journey** is supported by a section in this workbook. We've provided tips and tricks, reflection points, and ways to strategize content and sales. Use the space in the **white boxes** to write down your thoughts and any action items.

Don't forget to **save** your progress as you complete the different sections!

Let's dive into
Seller Center.

Advanced Seller Features

Promotions

Campaigns

➜ Leverage these campaigns to maximize exposure to TikTok's vast audience

➜ Participate in TikTok's official campaigns such as 2.2, 11.11, and 3.3

➜ Participate in product or livestream campaigns

Seller Promotions

➜ Take control and run your own promotions for your TikTok Shop

➜ Boost sales with discounts, flash deals, coupons, and free shipping options

Data Compass

➜ Get a comprehensive snapshot of your entire business

➜ Track trends, top performing products, ad performance, and revenue generated from affiliates

➜ Dive deeper into the analytics that matter most

Growth Center

➜ Earn rewards sponsored by TIkTok

➜ Rewards come in the form of coupons that help incentivize actions like increasing shop traffic or conversions

➜ Complete Missions designed by TikTok to gamify content creation and sales!
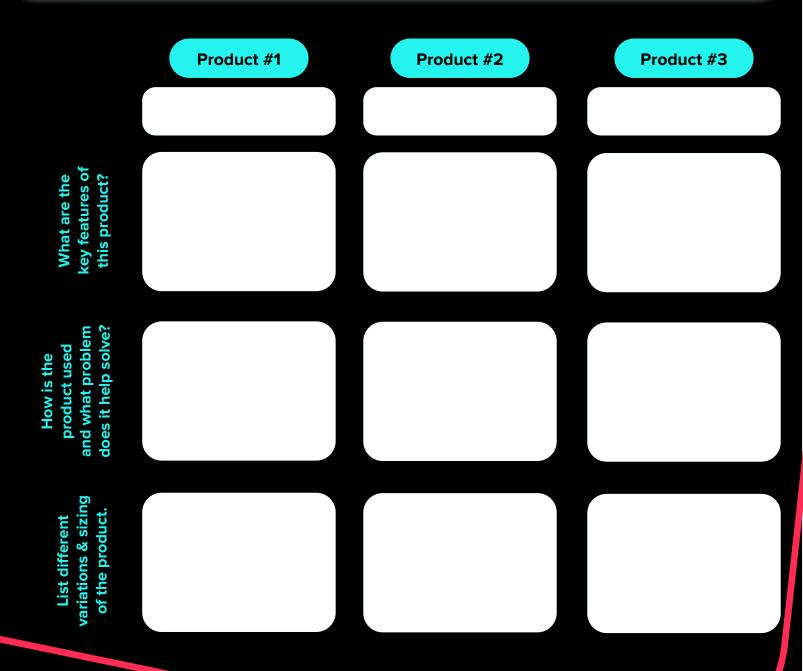
Activity #1

Set up your Seller Center account and navigate through the different sections reviewed in this module.

Activity #2

Select 3 products to upload to your showcase. Use the prompts below to help you write an effective description for each of your products.

	Product #1	Product #2	Product #3
What are the key features of this product?			
How is the product used and what problem does it help solve?			
List different variations & sizing of the product.			

Let's focus on content creation.

When you post matters!

Just Getting Started

→ When first getting started, test different days and times to see when your best performing content receives the most views, engagement, and orders.

→ Post **consistently** at least 3-4x a week.

→ Test different days and times, the same as you would test different content, sounds, templates and effects.

Take a look at this example schedule!

Week 1: Monday AM, Wednesday PM, Friday PM, Sunday AM
Week 2: Tuesday PM, Thursday AM, Saturday PM
Week 3: Monday PM, Wednesday AM, Friday AM, Sunday PM
Week 4: Tuesday AM, Thursday PM, Saturday AM

Have Posted Shoppable Videos

→ Once you have posted Shoppable Videos, or if you have previous Shoppable Video data, you can check your **Analytics** by going to **Seller Center** > **Data Overview.**

→ To check on in-depth video performance, select **Analytics** > **Video Analytic** to view Video details, GMV, impressions, and more.

→ Once you have collected data with the best performing days and times, plan out your next 1-3 months with the top 3-4 days and the times posted that received the best performance.

Activity

Select products that you will feature in your content this month. Use the content calendar scheduling tips to support your plan.

Don't forget to include the following in your plan:

→ Date and time for each post

→ At least two selling points or product features to spotlight

Reflection

Which of your products would you like to gain more sales? Apply the conversion tips in this lesson, and use the space below to create a content plan and set a GMV goal for your first month.

Let's create video content.

3 Es of Video Content Creation

Efficiency

Provide a seamless buying experience by minimizing any checkout hurdles for customers.

Engagement

Utilize real-time interactions to help create an environment where users feel valued, connected, and heard.

Effectiveness

Use features within the platform to drive revenue and grow your customer base.

Filming & Creative Tools

Production Tools

Stabilizer Equipment
➔ Selfie Stick
➔ Tripod
➔ GorillaPod
➔ Handheld Stabilizer
➔ Slide Rails

Sound Equipment
➔ Directional Mic
➔ Lavalier Mic
➔ USB Mic

Lighting Equipment
➔ Fill Light
➔ Ring Light

Editing Tools

Via Mobile Phone
➔ Capcut
➔ Smart Video Tool Powered by TikTok for Business

Via PC/Mac (Adobe Suite)
➔ Photoshop
➔ Premiere
➔ After Effects

Shooting Equipment

Mobile Phone

Camera

Activity

Create a TikTok Video featuring the product you selected to boost in the Module 2 reflection. Apply at least two creative elements.

➔ Headlines
➔ Music
➔ Stickers
➔ Transitions

Let's add products to your short video.

Activity

Create a shoppable TikTok video that includes an uploaded product. Use the following prompts to support content creation.

Introduce the product by listing 4 key or unique features

List 2 use cases for the featured product

Pro Tip: How will the buyer benefit from the product?

List 2 customer testimonials you can feature in your video

What are 2 urgency points? (ex: coupons, exclusive pricing)

If you don't have any yet, who could you extend a testimonial request to?

Let's observe a livestream.

Livestream Tips and Tricks

1 Introduce yourself!

2 Interact with your audience! Ask them questions and have them answer in the chat.

3 Let buyers know they can click the pinned product to purchase.

4 Promote your products in an intriguing and entertaining way!

Reflection

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Watch 10 minutes of a TikTok Shop livestream and observe
→ the seller's customer engagement
→ how they describe their products
→ how they promote a sense of urgency to buyers

What went well in the livestream you observed and what are areas you'd improve?

How can you apply this to your own livestream?

Let's partner with
TikTok Creators.

3 Plan Types

Shop Plan

Sellers can apply a universal commission rate on their entire product catalog.

NICE

Open Plan

Sellers select products to be included in the Affiliate Program, along with commission rates depending on the selected products.

YES

Targeted Plan

Sellers create an invite-only custom plan with certain products for specific commission rates.

OKOK

Activity

Create a Targeted Plan and list 2 creators you'd like to invite.
→ What is a product you'd like them to promote?
→ Why do you think they'd be a perfect fit?

Let's unlock
Seller Missions.

Accessing Seller Missions

1 Head to the Seller Center's navigation bar

2 Click on "Growth Center"

3 Then click the "My Missions" tab to view your active missions

Earn and Redeem Coupons

Seller Missions bring an exciting reward: **Promote Coupons**. These awesome coupons provide discounts on the Promote tool in Business suite, a paid tool enabling effective promotions of your videos and livestreams.

There are two simple ways to redeem your **Promote Coupon** after accomplishing a Seller Mission:

➜ Settings and Privacy Center

➜ From the payment page

Seller Mission FAQs

➜ **What happens if a mission expires before I'm able to complete it?**
We continue to update and develop new misions to help our Sellers learn how to better operate their TikTok Shops. Unfortunately, if a mission is removed before you complete it, any progress will be lost and further rewards will not be given out. Any completed missions will continue to be displayed in the Achievements section of the Missions page.

➜ **Can I collect rewards for multiple accounts related to one seller?**
In order to be eligible to earn rewards, the account must be the Seller Owner Account,

➜ **Do missions belong to sellers or accounts? Will the rewards be sent to the seller or the account?**
Missions are linked to sellers, not accounts.

➜ **Can I use more than 1 coupon for a single Promote Project?**
No, the seller can only use 1 coupon for 1 project.

➜ **Can I create more than 1 Promote project for a video or Live room?**
Yes, the seller can create more than 1 project for video or LIVE room. When promoting the LIVE room, the seller can create the promote project before and during LIVE.

➜ **If I create a Promote project before going LIVE, when will the coupon be used?**
If the pan is to set up before the LIVE begins, the Promote will not be consumed until the LIVE begins.

➜ **If my video is suspended, will the coupon be returned?**
Once the promotion order starts, the coupon will not be returned.

➜ **Can I purchase Promote for less than or equal to the coupon?**
No, Promote coupons can only be used if the Promote order's cost is more than the value of the coupon by at least 1 cent.

Let's check on your Shop Health.

1 Stay informed! Avoid violations by regularly referring to the Shop Policy Center.

2 Don't wait to resolve violations! Appeal as soon as posible to avoid suspension.

3 Stick to timelines specified by TikTok when submitting violation appeals.

Key Shop Ratings

Order Fulfillment

The rating based on the number of order cancellations and orders not shipped within 3 business days

Service Metrics

A rating based on the number of orders returned by customers with a product quality problem

Policy Compliance

How well your shop performs according to our policies and guideline

Activity

Your Shop Health dashboard shows your Risk Control rating, which takes into account the number of violations issued in each category. Fill in the correct risk level for each violation description.
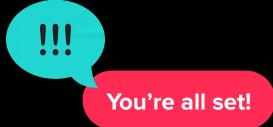
Hint: The four risk levels include severe, high, medium, and low

Negative Review Rate

Measures the amount of 1 or 2 stars reviews given by customers within the past 60 calendar days

Risk Control

A measurement that's related to the number of violations that your shop has been issued, which is also reflected in the overall Risk Level

Violations Records

A comprehensive overview of all your store's violations from the past 180 days

Some violations have been identified and formal warnings have been sent out.

Critical violations have been identified and necessary corrective actions need to be taken immediately.

Your store generally meets requirements.

Multiple violations have been identified. All necessary corrective actions should be taken immediately.

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You're all set!

You've navigated through each module of the Learner Journey and have taken substantial strides in setting up your shop for **success**. With the insights, reflections, and strategies you've jotted down, we're confident that you're poised for growth on TikTok Shop.

Keep the momentum going!

Dive deeper into **TikTok Shop Academy**. It's a treasure trove of resources, advanced tips and tricks, and the latest policy updates that can further elevate your shop's presence.

Subscribe to our **website** for monthly insights, success stories, and more. Never miss out on what's trending!