



UNDERSTANDING VALUE

—  TIKTOK ACADEMY —



UNDERSTANDING VALUE



TIKTOK ACADEMY

WHAT DO I WANT TO BE KNOWN FOR?



COMPLETE THE SENTENCE:
WHEN SOMEONE LANDS ON
MY PAGE, I WANT THEM TO
KNOW ME FOR:



WHAT TOPICS DO I ENJOY
TALKING ABOUT MOST?



WHAT EXPERIENCES DO I
HAVE THAT COULD HELP
OTHER PEOPLE?



WHAT CONVERSATIONS
DO I WANT TO BE
KNOWN FOR?



WHAT TYPE OF PEOPLE
DO I WANT TO ATTRACT?



IF SOMEONE DESCRIBED
MY ACCOUNT IN ONE
SENTENCE, WHAT WOULD
I WANT THAT SENTENCE
TO BE?



FINAL ANSWER:
"WHEN PEOPLE FIND MY PAGE,
I WANT THEM TO THINK OF ME
AS SOMEONE WHO HELPS PEOPLE
WITH _____."



SUCCESS LEAVES CLUES



TIKTOK ACADEMY

BEFORE YOU BEGIN:

Remember, your goal is NOT to copy creators.

Your goal is to study creators.

We're looking for patterns, not personalities.

We're looking for conversations, not copies.

STEP 1: FIND 3 CREATORS

Find 3 creators who create content similar to the type of content you would like to create.

These should be creators that:

- ✓ Serve a similar audience
- ✓ Talk about similar topics
- ✓ Create content you admire
- ✓ Have an audience you could see yourself building

CREATOR #1

CREATOR #2

CREATOR #3



SUCCESS LEAVES CLUES

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STEP 2: IDENTIFY THEIR PILLARS

A pillar is simply something a creator is known for.

Think:

“If I watched 20 videos from this person, what 3 topics would I hear over and over again?”

Those are their pillars.

CREATOR #1

Pillar 1:

Pillar 2:

Pillar 3:

CREATOR #2

Pillar 1:

Pillar 2:

Pillar 3:

CREATOR #3

Pillar 1:

Pillar 2:

Pillar 3:



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STEP 3: SAVE VIDEOS

Save 2-3 videos from each creator that clearly represent one of their pillars.

As you save them, ask yourself:

- What pillar does this video belong to?
- Who is this video speaking to?
- Why would someone stop scrolling for this?
- What can I learn from this?

CREATOR #1

VIDEO 1

PILLAR: _____

DATE SAVED: _____

VIDEO 2

PILLAR: _____

DATE SAVED: _____

VIDEO 3

PILLAR: _____

DATE SAVED: _____

CREATOR #2

VIDEO 1

PILLAR: _____

DATE SAVED: _____

VIDEO 2

PILLAR: _____

DATE SAVED: _____

VIDEO 3

PILLAR: _____

DATE SAVED: _____

CREATOR #3

VIDEO 1

PILLAR: _____

DATE SAVED: _____

VIDEO 2

PILLAR: _____

DATE SAVED: _____

VIDEO 3

PILLAR: _____

DATE SAVED: _____



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STEP 4: PATTERN RECOGNITION

After reviewing your creators, answer:



WHAT AUDIENCE
ARE THEY
SPEAKING TO?



WHAT PROBLEMS
DO THEY
DISCUSS MOST
OFTEN?



WHAT TOPICS
APPEAR
REPEATEDLY?



WHAT GETS THE
MOST
ENGAGEMENT?



CAN YOU PREDICT
WHAT THIS
CREATOR WILL
LIKELY POST
ABOUT NEXT?
WHY?



SUCCESS LEAVES CLUES



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FINAL REFLECTION

After studying all three creators:

What 3 pillars do YOU want to become known for?



PILLAR 1:



PILLAR 2:



PILLAR 3:

**When someone lands on my page,
I want them to know me for:**



FUTURE CONTENT STRATEGY & AI ASSISTANT

TIKTOK ACADEMY



COPY AND PASTE

Copy and paste the prompt below into ChatGPT after completing this workbook.



THE PROMPT

Your goal is NOT to create content.
Your goal is to create a detailed Creator Profile that we will continue building throughout the Academy.

I am building a TikTok account and I want your help creating a detailed Creator Profile.
Please do NOT create content ideas, captions, hooks, scripts, or posts.
Instead, help me define and organize my Creator Profile using the information below.

MY INDUSTRY:

[INSERT INDUSTRY]

MY PRODUCT, SERVICE, OR BUSINESS:

[INSERT DETAILS]

THE AUDIENCE I WANT TO ATTRACT:

[DESCRIBE YOUR IDEAL AUDIENCE]

THE THREE THINGS I WANT TO BE KNOWN FOR:

[PILLAR #1] [PILLAR #2] [PILLAR #3]

AFTER STUDYING OTHER CREATORS, I HAVE LEARNED THAT MY AUDIENCE IS INTERESTED IN:

[INSERT OBSERVATIONS]

THE MOST COMMON PROBLEMS MY AUDIENCE FACES ARE:

[INSERT OBSERVATIONS]

THE MOST COMMON GOALS MY AUDIENCE HAS ARE:

[INSERT OBSERVATIONS]

Based on this information, help me build a complete Creator Profile.
Please identify:

- My likely niche
- My likely sub-niche
- The audience I am most qualified to help
- The problems my audience faces
- The goals my audience has
- The frustrations my audience experiences
- The questions my audience frequently asks
- The experiences I may have that would help build trust
- The topics that naturally fit within my three pillars
- The type of creator I am becoming
- What I should become known for over time
- A one-sentence description of my account
- A one-sentence description of my audience
- A one-sentence description of my mission
- A detailed Creator Identity Summary



- ✗ DO NOT CREATE CONTENT.
- ✗ DO NOT CREATE CAPTIONS.
- ✗ DO NOT CREATE HOOKS.
- ✗ DO NOT CREATE SCRIPTS.

- ✗ DO NOT CREATE CONTENT IDEAS.
- ✗ ONLY HELP ME BUILD A DETAILED CREATOR PROFILE THAT WILL ACT AS THE FOUNDATION FOR MY FUTURE CONTENT STRATEGY AND AI ASSISTANT.