

14-DAY ACCELERATOR

BUILD. POST. CONNECT. **GET RESULTS.**



OPTIMIZE
YOUR PROFILE



REFINE YOUR
CONTENT



ATTRACT THE RIGHT
AUDIENCE



BUILD TRUST.
CREATE OPPORTUNITIES.

★ 14 DAYS TO BUILD YOUR BRAND. **GROW YOUR BUSINESS.** ★

14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



TIKTOK WORKBOOK

DAY
01

BUILD YOUR DIGITAL STOREFRONT



Your TikTok profile is
your digital storefront.
Let's make it clear, intentional
and ready for opportunity.

1 TODAY'S FOCUS

Turn your TikTok profile into a digital storefront.
When someone discovers one of your videos and
clicks on your profile, they should be able to
quickly understand:

- ✓ Who you are
- ✓ What you're about
- ✓ Who your content is for
- ✓ Why they should stay
- ✓ What to do next

You are not trying to make your profile perfect today.
You are making it clear, intentional and ready
for opportunity.

2 YOUR DAY 1 RESULT

By the end of today, you will have:

- ☐ Professional account set up or confirmed
- ☐ Top 3 videos reviewed
- ☐ Bio rewritten
- ☐ Profile photo updated
- ☐ Content direction set
- ☐ CTA selected
- ☐ Highlights organized
- ☐ Pinned video chosen
- ☐ Privacy reviewed
- ☐ 5-second storefront test passed



Your profile is no longer just where people
find you. It's where they begin to understand
you, trust you and take the next step.

3 TURN ON THE BUSINESS TOOLS

PROFESSIONAL ACCOUNT

Before anything else, make sure your TikTok
account is set up to give you access to
professional tools and analytics.

- ☐ Already enabled
- ☐ Set up today

QUICK CHECK

Do you currently have access
to your analytics and tools?

- ☐ YES
- ☐ NO — I need to finish setting this up

4 FIND WHAT'S ALREADY WORKING

Your analytics can show you what people
are already responding to.

REVIEW YOUR TOP 3 VIDEOS

- 1 Video topic: _____
Why it worked: _____
- 2 Video topic: _____
Why it worked: _____
- 3 Video topic: _____
Why it worked: _____

THE PATTERN I NOTICE

Looking at all three videos, what seems to get
the strongest reaction from your audience?

5 YOUR 5-SECOND STOREFRONT TEST

Pretend you have never seen your profile before.
You click on it after seeing one of your videos.
Within five seconds, can you answer these questions?

1. CAN I RECOGNIZE YOU? ☐ YES ☐ NEEDS WORK
Is your profile picture clear,
current and recognizable?
2. CAN I UNDERSTAND YOU? ☐ YES ☐ NEEDS WORK
Can someone quickly understand
what your profile and content are about?
3. CAN I TELL THIS IS FOR ME? ☐ YES ☐ NEEDS WORK
Would the right person recognize that
your content could help, interest or
connect with them?
4. DO I TRUST THE PAGE? ☐ YES ☐ NEEDS WORK
Does your profile feel active,
intentional and consistent?
5. DO I KNOW WHAT TO DO NEXT? ☐ YES ☐ NEEDS WORK
Is there one obvious action you
want the visitor to take?

MY BIGGEST STOREFRONT GAP

6 BUILD YOUR STOREFRONT



PROFILE PHOTO
TODAY'S DECISION:

- ☐ Keeping my current photo
- ☐ Updating it today

NOTES / IDEAS



BIO

WHO I HELP

WHAT VALUE I CREATE

MY FINAL CTA



HIGHLIGHTS (I WILL CREATE / UPDATE)

1

2

3

4

5



CONTENT DIRECTION

MY CONTENT WILL FOCUS ON:



CTA (NEXT STEP)

THE ACTION I WANT PEOPLE TO TAKE:



TODAY IS ABOUT CLARITY, NOT PERFECTION.

MAKE YOUR PROFILE EASY TO UNDERSTAND AND READY FOR OPPORTUNITY.



14-DAY ACCELERATOR

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YOUR BRAND



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TIKTOK WORKBOOK

DAY
01

BUILD YOUR DIGITAL STOREFRONT



Your TikTok profile is your digital storefront. Let's make it clear, intentional and ready for opportunity.

7 CLEAN UP THE STOREFRONT

Scroll through your public TikTok profile. Your goal is to remove anything that works against the direction you are building.

- ☐ Archived or deleted videos that no longer represent me
- ☐ Removed anything that creates unnecessary confusion
- ☐ Confirmed my recent content supports the direction I'm building
- ☐ Left personality and real-life content that still feels aligned

WHAT DID YOU CLEAN UP?

8 PRIVACY CHECK

Review your privacy settings to protect what should stay private.

- ☐ Personal information
- ☐ Contact information
- ☐ Drafts and old videos
- ☐ Location information
- ☐ Comment settings
- ☐ Duet/Stitch settings
- ☐ Mentions and tags
- ☐ Public-facing content

ONE PRIVACY CHANGE
I MADE TODAY

9 OPTIONAL AI SUPPORT



BIO BUILDER

Use this prompt:

Using my AI Brand Blueprint, help me write 3 simple TikTok bio options. I want someone landing on my profile to quickly understand who I am, what my content is about, who it is for and what they should do next. Keep it clear, natural, concise and in my voice.



STOREFRONT AUDIT

Use this prompt:

Audit my TikTok profile using this five-part test: Can someone recognize me? Understand what my page is about? Know if it is for them? Trust the profile? Know what to do next? Tell me the three highest-impact changes I should make today.

10 DAY 1 NON-NEGOTIABLE

Before you mark Day 1 complete, look at your finished TikTok profile as if you were a complete stranger.



IN FIVE SECONDS, WOULD I KNOW
WHAT THIS PERSON IS ABOUT?

- ☐ YES
- ☐ NOT YET



WOULD I KNOW WHAT
TO DO NEXT?

- ☐ YES
- ☐ NOT YET

If either answer is NOT YET, fix that before moving on. ✨

DAY 01 COMPLETE ✓

- ☐ Professional account set up
- ☐ Top 3 videos reviewed
- ☐ Bio rewritten
- ☐ Profile photo updated
- ☐ Highlights organized
- ☐ Content direction set
- ☐ CTA selected
- ☐ Privacy reviewed
- ☐ 5-second storefront test passed



DAY 01 COMPLETE



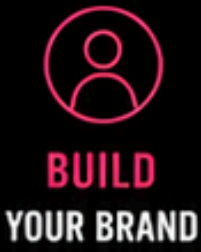
Your TikTok profile now has a job. It is no longer just where people find you. It is where they begin to **understand you**, **trust you** and take the next step.



CLARITY. INTENTION. CONSISTENCY. THAT'S HOW OPPORTUNITY FINDS YOU. ✨

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TIKTOK WORKBOOK

**DAY
02**

CONTENT MOMENTUM

**SHOW UP. PROVIDE VALUE.
BUILD TRUST.**



Consistent content builds visibility.
Value builds trust.
Today, you create momentum.

1 TODAY'S FOCUS

Today is about building content momentum that:

- ✓ Shows up consistently
- ✓ Provides value
- ✓ Builds trust & connection
- ✓ Positions you as the go-to
- ✓ Creates opportunities

REMEMBER:
You don't need more followers.
You need consistent value.

2 CONTENT PILLAR CHECK

Review the 5 content pillars you selected on Day 1.
Mark the ones you want to create content around this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to post content that provides value and connects with your audience.

I WILL POST:

- ☐ 1 Value Post
- ☐ 1 Personal Post
- ☐ 1 Engage Post (question, poll, etc.)
- ☐ 1 Story Daily

MY POSTS WILL FOCUS ON:

4 CONTENT IDEAS

Write 3 content ideas for each post type.



VALUE POST

Teach, educate, or provide help.

1. _____
2. _____
3. _____



PERSONAL POST

Share your story, life, or perspective.

1. _____
2. _____
3. _____



ENGAGE POST

Ask a question, poll, or spark conversation.

1. _____
2. _____
3. _____

TIP: Save these ideas in your notes so you never run out of content again.

5 HOOK IDEAS

Strong hooks stop the scroll.
Write 3 hooks you can use this week.

1. _____
2. _____
3. _____

6 AI CONTENT PROMPT (OPTIONAL)



CONTENT IDEAS PROMPT

Give me 10 content ideas for my TikTok using my 5 content pillars. Make them valuable, engaging, and aligned with my audience.



HOOK GENERATOR

Give me 10 attention-grabbing hooks I can use for TikTok videos that will stop the scroll and lead to value.

TIP: Use AI to brainstorm, not to replace you. Your voice = the magic.

7 DAY 2 ACTION STEPS

Before you mark Day 2 complete:

- ☐ Created 3 content ideas for each post type
- ☐ Wrote 3 strong hooks
- ☐ Planned my posts for the week
- ☐ Set a reminder to post daily
- ☐ Took action and posted something today

MY COMMITMENT

I commit to showing up, providing value, and building trust through my content. I am building momentum.

SIGNED:



**DAY 02
COMPLETE**



Consistency today creates visibility tomorrow.
Keep showing up. Keep providing value.
Keep building momentum.



★ ONE POST TODAY. ONE STEP CLOSER TO YOUR GOALS. ★

14-DAY ACCELERATOR

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TIKTOK WORKBOOK

**DAY
03**

BUILD YOUR TIKTOK FOUNDATION

SHOW UP. PROVIDE VALUE. BUILD TRUST.



Your TikTok profile is your stage. Let's make it clear, intentional and ready to grow.

1 CLEAN UP THE STOREFRONT

Your profile is the first impression. Make sure it shows you AND the offer.

- ☐ Profile photo is clear, on-brand & you
- ☐ Username is easy to remember
- ☐ Bio speaks to who you help
- ☐ Value is clear in your bio
- ☐ Link in bio leads to your offer or best next step
- ☐ Pinned videos (3) set the tone
- ☐ No clutter / private videos hidden



WHAT DID YOU CLEAN UP?

2 PRIVACY CHECK

Review your settings so you're visible, discoverable and ready to grow.

- ☐ Profile is public
- ☐ Suggest your account to others is ON
- ☐ Allow comments from everyone or relevant
- ☐ Duet / Stitch is ON
- ☐ Downloads are ON

ONE CHANGE I MADE TODAY:

3 TODAY'S CONTENT PLAN

Your goal is to post content that stops the scroll and builds connection.

I WILL POST:

- ☐ 1 Value Video
- ☐ 1 Personal / Behind-the-Scenes
- ☐ 1 Engage Video (question, poll, etc.)
- ☐ 1 Story (if available)

**MY POSTS WILL
FOCUS ON:**

4 CONTENT IDEAS

Write 3 content ideas for each type.



VALUE VIDEO

Teach, educate, or solve a problem.

1. _____
2. _____
3. _____



PERSONAL VIDEO

Share your story, life, or perspective.

1. _____
2. _____
3. _____



ENGAGE VIDEO

Ask a question, poll, or spark conversation.

1. _____
2. _____
3. _____



TIP: Save these ideas in your notes so you never run out of content again.

5 HOOK IDEAS

Strong hooks stop the scroll.

Write 3 hooks you can use this week.

1

2

3

6 AI CONTENT PROMPT (OPTIONAL)



CONTENT IDEAS PROMPT

Give me 10 TikTok content ideas for my niche using my 5 content pillars. Make them valuable, engaging, and aligned with my audience.



HOOK GENERATOR

Give me 10 attention-grabbing hooks I can use for TikTok videos that will stop the scroll and lead to value.



TIP: Use AI to brainstorm, not to replace you. Your voice = the magic.

7 DAY 3 ACTION STEPS

Before you mark Day 3 complete:

- ☐ Created 3 content ideas for each post type
- ☐ Wrote 3 strong hooks
- ☐ Planned my posts for the week
- ☐ Set a reminder to post daily
- ☐ Took action and posted something today

MY COMMITMENT

I commit to showing up, creating value, and building trust through my content. I am building momentum.

SIGNED:



**DAY 03
COMPLETE**



Your TikTok profile now has a foundation. You are visible. You are valuable. You are building **momentum**. Keep showing up.



ONE VIDEO TODAY. ONE STEP CLOSER TO YOUR GOALS.



14-DAY
ACCELERATOR

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TIKTOK

WORKBOOK

DAY
04

WRITE 5 SCROLL-STOPPING HOOKS

HOOK THEM. KEEP THEM. GROW YOUR AUDIENCE.

IF THEY DON'T STOP SCROLLING, THEY'LL
NEVER HEAR YOUR MESSAGE.



A strong hook grabs attention.
A great hook earns a second.
A clear hook gets a follow.
Hooks create opportunity.

1 TODAY'S FOCUS

Today is about writing powerful hooks that **stop** the scroll and lead into valuable content.

- ✓ Stop the scroll in the first 3 seconds
- ✓ Spark curiosity
- ✓ Promise transformation
- ✓ Create emotional relevance
- ✓ Lead into your value

REMEMBER:

The hook gets the view.
Your content earns the follow.
The value creates the fan.

2 CONTENT PILLAR CHECK

Review your 3 content pillars from Day 2 or Day 3.
Match each hook to the right pillar.

PILLAR 1: _____

PILLAR 2: _____

PILLAR 3: _____

MY PILLARS ARE:

- _____
- _____
- _____

3 TODAY'S CONTENT PLAN

Your goal is to match hooks to content pillars and create content that stops the scroll.

I WILL CREATE:

- ☐ 3 TikTok Videos (one per pillar)
- ☐ 3 Video Captions
- ☐ 3 Strong Hooks
- ☐ 1 Draft for each video

MY CONTENT WILL
FOCUS ON:

4 WRITE 5 SCROLL-STOPPING HOOKS

Write 5 short, bold hooks using curiosity, emotion, and transformation.

- _____
- _____
- _____
- _____
- _____

TIP: Your hook should make someone think, feel, or need to know more.

5 MATCH HOOKS TO PILLARS

Match each hook to the pillar it supports.

HOOK		PILLAR
1. _____	→	_____
2. _____	→	_____
3. _____	→	_____
4. _____	→	_____
5. _____	→	_____

TIP: Make sure each pillar has at least one hook you can create content from.

6 HOOK EXAMPLES (FOR INSPIRATION)



CURIOSITY HOOK:

"The #1 mistake that keeps you broke..."
"I wish I knew this sooner..."



EMOTIONAL HOOK:

"This is why I started over..."
"No one talks about this part..."



TRANSFORMATION HOOK:

"Do this and your life will change..."
"This one decision changed everything..."

TIP: Steal the pattern, not the words.
Make it your message.

7 AI HOOK PROMPT (OPTIONAL)



HOOK GENERATOR PROMPT

Give me 10 scroll-stopping hooks for my TikTok about [your niche or topic]. Make them curiosity-driven, emotional, and short.



AUDIENCE DEEPENER PROMPT

Give me 10 hooks that speak directly to [your ideal client's struggles or desires].

TIP: Use AI to spark ideas, not to replace you.

8 DAY 4 ACTION STEPS

Before you mark Day 4 complete:

- ☐ Wrote 5 scroll-stopping hooks
- ☐ Matched hooks to my 3 pillars
- ☐ Drafted 3 TikTok video intros
- ☐ Planned 3 videos (one per pillar)
- ☐ Took action and created something today

MY COMMITMENT

I commit to writing strong hooks and creating content that gets attention.
I am building visibility and momentum.

SIGNED: _____



DAY 04
COMPLETE



Strong hooks stop the scroll.
Strong content keeps the attention.
Strong consistency builds momentum.
Keep showing up. Keep creating.
Keep building momentum.



14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



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TIKTOK WORKBOOK

**DAY
05**

FILM + POST YOUR FIRST STORY VIDEO

ONE STORY. 60 SECONDS. REAL IMPACT.
SHOW UP. SHARE IT. HELP SOMEONE.



Stories build connection.
Connection builds trust.
Trust builds conversion.
Your story creates opportunity.

1 TODAY'S FOCUS

Today is about filming and posting a powerful story video that:

- ✓ Stops the scroll instantly
- ✓ Builds connection
- ✓ Creates trust
- ✓ Shares your transformation
- ✓ Leads to opportunity

REMEMBER:

Your story is your strongest marketing tool.
Be real. Be you. Be bold.

2 STORY FRAMEWORK

Use the 3-Part Story Framework to guide your 60-second video. Keep it simple. Keep it real.

WHO I WAS: _____

WHAT CHANGED: _____

WHAT'S POSSIBLE NOW: _____

CTA (WHAT YOU WANT THEM TO DO): _____

MY STORY TOPIC THIS WEEK: _____

3 TODAY'S CONTENT PLAN

Your goal is to film and post a story video that connects and creates opportunity.

I WILL CREATE:

- ☐ 1 Story Video (60 sec max)
- ☐ 1 Video Caption
- ☐ 3 Strong Hooks
- ☐ 1 Cover/Thumbnail (if needed)
- ☐ 1 Engagement Post (question, poll, etc.)

MY CONTENT WILL FOCUS ON: _____

4 BUILD YOUR STORY VIDEO

Plan your 60-second video using this simple flow.



WHO I WAS

Share your old situation.

1. _____
2. _____



WHAT CHANGED

Share the shift or decision.

1. _____
2. _____



WHAT'S POSSIBLE NOW

Share the new opportunity.

1. _____
2. _____

★ TIP: Keep it raw, relatable, and real. Imperfect content connects.

5 HOOK IDEAS (STOP THE SCROLL)

Write 5 hooks that grab attention in the first 2 seconds.

1. _____
2. _____
3. _____
4. _____
5. _____

★ TIP: Use pattern interrupts, bold statements, or curiosity.

6 VIDEO CAPTION PLAN

Write a caption that adds value + invites action. Include a clear CTA.



CAPTION OUTLINE

- Open with value or a hook
- Share the transformation
- End with a CTA
- Add relevant hashtags

★ TIP: Captions build connection. Questions get conversations.

7 AI CONTENT PROMPT (OPTIONAL)



STORY VIDEO PROMPT

Give me 10 ideas for TikTok story videos using the 3-part framework (Who I Was, What Changed, What's Possible Now).



HOOK GENERATOR

Give me 10 short, scroll-stopping hooks for TikTok story videos that create curiosity.

★ TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 5 ACTION STEPS

Before you mark Day 5 complete:

- ☐ Outlined my 3-part story
- ☐ Wrote 5 strong hooks
- ☐ Filmed my story video (60 sec max)
- ☐ Wrote my video caption
- ☐ Posted my story video
- ☐ Engaged with my audience today
- ☐ Took action and posted something today

MY COMMITMENT

I commit to showing up, sharing my story, and helping others through my content. I am building connection and opportunity.

SIGNED: _____



**DAY 05
COMPLETE**



Your story builds connection.
Your video builds trust.
Trust builds conversion.
Keep showing up. Keep growing.
Keep building momentum.



★ ONE VIDEO TODAY. ONE STEP CLOSER TO YOUR GOALS. ★

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



DAY
06

CREATE + POST
YOUR STORY VIDEO

ONE VIDEO. REAL YOU. REAL IMPACT.
SHOW UP. SHARE IT. HELP SOMEONE.



Video builds connection.
Connection builds trust.
Trust builds conversion.
Your story creates opportunity.

1 TODAY'S FOCUS

Today is about creating and posting a story video that:

- ✓ Stops the scroll instantly
- ✓ Builds connection
- ✓ Creates trust
- ✓ Shares your transformation
- ✓ Leads to opportunity

REMEMBER:
Your story is your strongest marketing tool.
Be real. Be you. Be bold.

2 STORY FRAMEWORK

Use the 3-Part Story Framework to guide your 60-second video. Keep it simple. Keep it real.

WHO I WAS: _____

WHAT CHANGED: _____

WHAT'S POSSIBLE NOW: _____

CTA (WHAT YOU WANT THEM TO DO): _____

MY STORY TOPIC THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to film and post a story video that connects and creates opportunity.

I WILL CREATE:

- ☐ 1 Story Video (60 sec max)
- ☐ 1 Video Caption
- ☐ 3 Strong Hooks
- ☐ 1 Cover/Thumbnail (if needed)
- ☐ 1 Engagement Post (question, poll, etc.)

MY CONTENT WILL
FOCUS ON:

4 BUILD YOUR STORY VIDEO

Plan your 60-second video using this simple flow.



WHO I WAS
Share your old situation.

1. _____
2. _____



WHAT CHANGED
Share the shift or decision.

1. _____
2. _____



WHAT'S POSSIBLE NOW
Share the new opportunity.

1. _____
2. _____

TIP: Keep it raw, relatable, and real. Imperfect content connects.

5 HOOK IDEAS (STOP THE SCROLL)

Write 5 hooks that grab attention in the first 2 seconds.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

TIP: Use pattern interrupts, bold statements, or curiosity.

6 VIDEO CAPTION PLAN

Write a caption that adds value + invites action. Include a clear CTA.

-  **CAPTION OUTLINE**
- Open with value or a hook
 - Share the transformation
 - End with a CTA
 - Add relevant hashtags

TIP: Captions build connection. Questions get conversations.

7 AI CONTENT PROMPT (OPTIONAL)

 **STORY VIDEO PROMPT**
Give me 10 ideas for TikTok story videos using the 3-part framework (Who I Was, What Changed, What's Possible Now).

 **HOOK GENERATOR**
Give me 10 short, scroll-stopping hooks for TikTok story videos that create curiosity.

TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 6 ACTION STEPS

Before you mark Day 6 complete:

- ☐ Outlined my 3-part story
- ☐ Wrote 5 strong hooks
- ☐ Filmed my story video (60 sec max)
- ☐ Wrote my video caption
- ☐ Posted my story video
- ☐ Engaged with my audience today
- ☐ Took action and posted something today

MY COMMITMENT

I commit to showing up, sharing my story, and helping others through my content. I am building connection and opportunity.

SIGNED: _____



DAY 06
COMPLETE



Your video builds connection.
Your connection builds trust.
Your trust builds conversion.
Your story creates opportunity.
Keep showing up. Keep creating. Keep growing.



14-DAY
ACCELERATOR

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YOUR BRAND



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TIKTOK
WORKBOOK

DAY
07

GO LIVE + ENGAGE
+ GROW YOUR AUDIENCE

SHOW UP LIVE. GIVE VALUE. BUILD TRUST.
REAL CONNECTION. REAL OPPORTUNITY.



Lives build real connection.
Engagement builds trust.
Trust builds conversion.
Your story creates opportunity.

1 TODAY'S FOCUS

Today is about going Live and engaging in real time.

- Go Live intentionally
- Give value, not a pitch
- Engage with your viewers
- Build trust through consistency
- Grow your audience every day

REMEMBER:

Your presence is powerful.
Lives create connection.
Connection creates opportunity.

2 LIVE FRAMEWORK

Use the 3-Part Live Framework to guide your 5–15 minute Live. Keep it simple. Keep it real.

WHO I AM: _____

WHAT I DO: _____

WHAT VALUE I SHARE: _____

WHO I HELP: _____

CTA (WHAT I WANT THEM TO DO): _____

MY LIVE TOPIC TODAY:

3 TODAY'S CONTENT PLAN

Your goal is to go Live and create content that connects and grows your audience.

I WILL CREATE:

- 1 TikTok Live (5–15 min)
- 1 Video Clip (from Live)
- 3 Strong Hooks
- 1 Video Caption
- 1 Engagement Post (question, poll, or CTA)

MY CONTENT WILL
FOCUS ON:

4 LIVE FLOW (KEEP IT SIMPLE)

Follow this simple flow for your Live.



INTRO

Greet viewers.
Introduce yourself.



VALUE

Share 1 tip, story, or lesson.



ENGAGE

Ask questions.
Read comments.
Reply.



CTA

Invite them to follow, comment, or share.



CLOSE

Thank them.
See you in the next Live.

TIP: Keep it real. Help at least one person. That's a successful Live.

5 HOOK IDEAS (STOP THE SCROLL)

Write 5 hooks that grab attention in the first 2 seconds.

- _____
- _____
- _____
- _____
- _____

TIP: Use pattern interrupts, bold statements, or curiosity.

6 LIVE GROWTH PLAN

Use these actions to grow your audience and build trust.

- Go Live at a consistent time
- Engage with every comment
- Collaborate with others
- Share your Live after it ends
- Repurpose clips daily

TIP: Consistency + value = growth.
Show up. Keep showing up.

7 AI CONTENT PROMPT (OPTIONAL)



LIVE TOPIC PROMPT

Give me 10 ideas for TikTok Live topics using the 3-part framework (Who I Am, What I Do, What Value I Share).



HOOK GENERATOR

Give me 10 short, scroll-stopping hooks for TikTok Live or clips that spark curiosity.

TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 7 ACTION STEPS

Before you mark Day 7 complete:

- Planned my Live topic
- Went Live for 5–15 minutes
- Engaged with my viewers
- Created 1 clip from Live
- Posted 3 hooks
- Posted 1 engagement post
- Engaged with my audience today
- Took action and posted something today

MY COMMITMENT

I commit to showing up live, engaging with my audience, and creating content that builds trust and opens opportunities.

SIGNED:



DAY 07
COMPLETE



Show up live.
Engage in real time.
Build trust through presence.
Your live creates opportunity.
Keep showing up. Keep creating. Keep growing.



ONE LIVE TODAY. MORE CONNECTION TOMORROW. BIGGER IMPACT ALWAYS.

14-DAY
ACCELERATOR

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DAY
08

PLAN YOUR WEEK
+ LIVE SCHEDULE

PLAN AHEAD. SHOW UP. MAKE IMPACT.
A PLAN BUILDS CONFIDENCE. CONSISTENCY BUILDS GROWTH.



Planning builds consistency.
Consistency builds trust.
Trust builds engagement.
Engagement builds community.
Community creates growth.

1 TODAY'S FOCUS

Today is about planning your week so you can show up Live, create content, and grow your audience.

- ✓ Plan your weekly Live schedule
- ✓ Create content with intention
- ✓ Engage daily with your audience
- ✓ Repurpose for more reach
- ✓ Build trust through consistency

REMEMBER:
A plan removes guesswork.
Consistency creates connection.
Connection drives growth.

2 LIVE SCHEDULE PLAN

Plan your Live days and topics for the week.

LIVE DAY 1: _____
TOPIC: _____

LIVE DAY 2: _____
TOPIC: _____

LIVE DAY 3: _____
TOPIC: _____

LIVE DAY 4 (OPTIONAL): _____
TOPIC: _____

MY MAIN LIVE GOAL THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to plan content around your Lives and keep your audience engaged daily.

- I WILL CREATE:
- ☐ 3–5 TikTok Lives
 - ☐ 3 Short Clips from Lives
 - ☐ 5 Short-Form Videos
 - ☐ 1 Video Caption
 - ☐ 1 Engagement Post (poll, question, or CTA)

MY CONTENT WILL FOCUS ON:

4 WEEKLY LIVE RHYTHM

Build a rhythm your audience can count on.



CHOOSE DAYS
Pick 3–4 days to go Live.



PICK TOPICS
Solve problems. Share stories. Teach value.



SHOW UP LIVE
Give value. Engage. Answer questions.



CLIP + REPURPOSE
Turn highlights into short clips. Post.



GROW AUDIENCE
More value. More shares. More growth.

TIP: Consistency builds momentum. Momentum builds your community.

5 HOOK IDEAS (STOP THE SCROLL)

Write 5 hooks that grab attention in the first 2 seconds.

1 _____
2 _____
3 _____
4 _____
5 _____

TIP: Use pattern interrupts, bold statements, or curiosity.

6 CONTENT IDEAS FOR THE WEEK

Plan content that supports your Lives and keeps your audience engaged.

- ✓ Problem-solving videos
- ✓ Quick tips + how-tos
- ✓ Storytime + personal moments
- ✓ Q&A + answer common questions
- ✓ Before/after or results content

TIP: Variety keeps your content fresh. Value keeps your audience coming back.

7 AI CONTENT PROMPT (OPTIONAL)

 **LIVE TOPIC PROMPT**
Give me 10 TikTok Live topic ideas using the 3-part framework (Who I Am, What I Do, What Value I Share).

 **HOOK GENERATOR**
Give me 10 short, scroll-stopping hooks for TikTok Lives or videos that spark curiosity.

TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 8 ACTION STEPS

Before you mark Day 8 complete:

- ☐ Planned my weekly Live schedule
- ☐ Planned my Live topics
- ☐ Created 3 hooks
- ☐ Planned 5 content pieces
- ☐ Created 1 clip plan
- ☐ Planned engagement post
- ☐ Engaged with my audience today
- ☐ Took action and posted something today

MY COMMITMENT

I commit to planning my week, showing up Live, creating value through content, and growing my audience.

SIGNED:



**DAY 08
COMPLETE**



Plan with purpose.
Show up Live.
Create value.
Engage daily.
Grow your audience, build your brand.
Keep showing up. Keep creating. Keep growing.



14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



TIKTOK

WORKBOOK

DAY
09

ENGAGE + START
CONVERSATIONS

ENGAGE INTENTIONALLY. START CONVERSATIONS.
BUILD RELATIONSHIPS.

CONVERSATIONS CREATE TRUST. TRUST CREATES CLIENTS.



Engagement creates visibility.
Conversations create trust.
Trust creates loyalty.
Loyalty creates clients.
Clients create freedom.

1 TODAY'S FOCUS

Today is about turning engagement into conversations and building real connections.

- ✓ Engage with intention
- ✓ Reply to DMs and comments
- ✓ Start natural conversations
- ✓ Add value, not a pitch
- ✓ Build your dream client list

REMEMBER:

People don't follow what you post.
They stay for how you make them feel.

2 CONVERSATION PILLAR CHECK

Review the 5 conversation pillars you selected.
Check the ones you will focus on this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR
THIS WEEK:

3 TODAY'S ENGAGEMENT PLAN

Your goal is to engage daily and start conversations that lead to real relationships.

I WILL:

- ☐ Reply to 5-10 comments
- ☐ Answer 5 DMs
- ☐ Engage on 10 videos
- ☐ Start 2 natural conversations
- ☐ Add to my dream client list

MY ENGAGEMENT WILL
FOCUS ON:

4 ENGAGEMENT → CONVERSATION FLOW

Follow this simple flow to turn engagement into conversations.



USE CTA

Use pinned comment CTA.
Invite comments or DMs.



ENGAGE

Engage with every comment.
Show up. Add value.



DM REPLY

Reply to DMs quickly.
Be real. Be helpful.



ENGAGE BACK

Visit their page.
Like, comment, or reply.



BUILD TRUST

Keep showing up. Build trust.
Start real conversations.

TIP: Conversations > Pitch. Serve first. The opportunities follow.

5 CONVERSATION STARTERS (FILL IN + USE)

Use these starters to open natural conversations.



STORY REACTION

Loved your story about _____



COMMON INTEREST

I saw you like _____. What do you love most about it?



VALUE QUESTION

What's been the biggest challenge you've had with _____?



COMPLIMENT + QUESTION

You shared something really valuable. What inspired you to post that?



COLLAD IDEA

I love what you do! I think our audiences would love _____.

TIP: Be curious. Ask questions. Listen. Then add value.

6 HOOK IDEAS FOR YOUR POSTS

Use these hooks to grab attention in the first 2 seconds.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

TIP: Bold hooks, pattern interrupts, and curiosity win every time.

7 AI CONTENT PROMPT (OPTIONAL)



WEEKLY CONTENT PROMPT

Give me 10 TikTok video ideas using the 3-part framework (Who I Am, What I Do, What Value I Share).



HOOK GENERATOR

Give me 10 short, scroll-stopping hooks for TikTok videos that spark curiosity.

TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 9 ACTION STEPS

Before you mark Day 9 complete:

- ☐ Pinned a CTA comment
- ☐ Replied to 5-10 comments
- ☐ Answered 5 DMs
- ☐ Engaged on 10 videos
- ☐ Started 2 natural conversations
- ☐ Added to my dream client list
- ☐ Took action and posted something today

MY COMMITMENT

I commit to engaging with intention, starting conversations, and building relationships that lead to more opportunities.

SIGNED:



DAY 09
COMPLETE



Engage with intention.
Start conversations.
Build relationships.
Conversations create trust.
Trust creates clients.
Keep showing up. Keep creating. Keep growing.



ONE CONVERSATION TODAY. ONE CONNECTION TOMORROW. BIGGER IMPACT ALWAYS.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



DAY
10

SCALE WHAT WORKS

GET SEEN MORE. REPEAT WHAT WORKS.
OBSERVE. OPTIMIZE. REPEAT.

SUCCESS LEAVES CLUES. USE YOUR DATA.



Data creates direction.
Patterns create better content.
Better content creates reach.
Repeat what works.
Scale with confidence.

1 TODAY'S FOCUS

Today is about studying what's already working so your next content decisions are based on real results.

- ✓ Analyze your top 3 posts
- ✓ Identify the patterns that worked
- ✓ Understand why they performed
- ✓ Create your next version
- ✓ Scale with intention

REMEMBER:
Don't guess what to post.
Let your data show you
what to create next.

2 TOP 3 POSTS ANALYSIS

Look at your last 20–30 posts.
Find your top 3 with the highest engagement.
Fill in the details below.

- 1 VIEWS: _____
LIKES: _____
COMMENTS: _____
SHARES: _____
HOOK / TOPIC: _____
FORMAT: _____
- 2 VIEWS: _____
LIKES: _____
COMMENTS: _____
SHARES: _____
HOOK / TOPIC: _____
FORMAT: _____
- 3 VIEWS: _____
LIKES: _____
COMMENTS: _____
SHARES: _____
HOOK / TOPIC: _____
FORMAT: _____

PATTERN I NOTICE:

3 TODAY'S ACTION PLAN

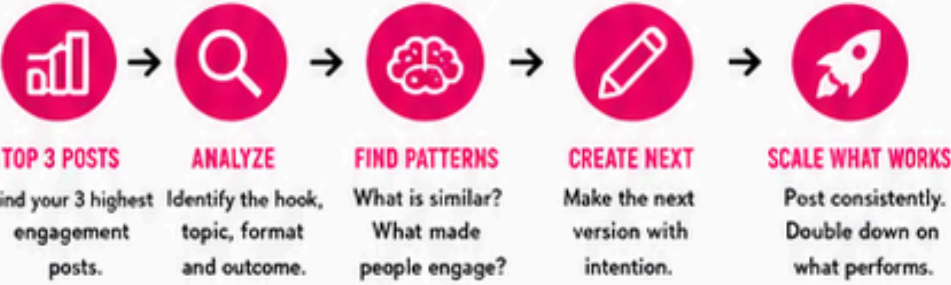
Your goal is to use what already works and create your next high-performing post.

- I WILL:
- ☐ Analyze my top 3 posts
 - ☐ Identify the hook that worked
 - ☐ Identify the topic that worked
 - ☐ Identify the format that worked
 - ☐ Write 2–3 takeaways
 - ☐ Create my next version
 - ☐ Post intentionally
 - ☐ Track the results

MY NEXT VERSION WILL
FOCUS ON:

4 THE REPEAT-WHAT-WORKS MAP

Use this simple system to turn success into repeatable content.



TIP: Small tweaks. Same formula. Bigger results.

5 TOP 3 POST REVIEW (FILL IN + USE)

Use these questions to uncover your winning formula.

-  **HOOK:** What grabbed attention in the first 2 seconds? _____
-  **TOPIC:** What was the main topic people cared about? _____
-  **FORMAT:** What type of video worked best? _____
-  **VALUE:** What value did you deliver? _____
-  **ENGAGEMENT:** What made people like, comment or share? _____
-  **AUDIENCE:** Who engaged the most? _____
-  **LESSON:** What can I repeat or improve? _____

6 CONTENT IDEAS FROM DATA

Use your patterns to create your next content.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

TIP: Use proven hooks + proven topics.

7 AI CONTENT PROMPT (OPTIONAL)



WEEKLY CONTENT PROMPT
Give me 3 TikTok video ideas using the same hook, topic and format as my top post. Make it simple and on-brand.



HOOK GENERATOR
Give me 5 TikTok hooks that are curiosity-based, short and attention-grabbing.

TIP: Use AI to save time, not to replace your voice.

8 DAY 10 ACTION STEPS

Before you mark Day 10 complete:

- ☐ Analyze your top 3 posts
- ☐ Identify patterns
- ☐ Write 2–3 takeaways
- ☐ Create your next version
- ☐ Post intentionally
- ☐ Track the results
- ☐ Document what works
- ☐ Repeat what performs

MY COMMITMENT

I commit to using my data to create better content, repeat what works and scale with intention.

SIGNED: _____



**DAY 10
COMPLETE**

- Analyze your data.
- Find the patterns.
- Repeat what works.
- Scale with confidence.

Your content gets better when your decisions are based on real results.



TIP: Data is your advantage. Pay attention. Make adjustments. Keep improving.

Clues create clarity. Patterns create power. Repeat creates growth.

BIGGER IMPACT ALWAYS. YOU'RE BUILDING YOUR BRAND. YOUR FREEDOM. YOUR FUTURE.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



TIKTOK
WORKBOOK

DAY
11

TURN ATTENTION
INTO OPPORTUNITY

STORYTELL. SHOW VALUE. CREATE ACTION.
STORIES SELL. STORYTELLING BUILDS OPPORTUNITY.



Stories create connection.
Connection creates trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

- Today is about creating product interest and affiliate action through storytelling.
- ✔ Use storytelling, not selling
 - ✔ Show value, not just features
 - ✔ Build trust through stories
 - ✔ Create desire naturally
 - ✔ Turn viewers into action

★ **REMEMBER:**

People remember stories, not ads. Tell the story. Create the opportunity. Let them take action.

2 STORY FORMULA CHECK

- Use the Hook → Story → Shift → CTA formula.
- 1 HOOK**
How will you grab attention in the first 1–2 seconds?

 - 2 STORY**
What's the real story or problem you relate to?

 - 3 SHIFT**
What changed? What's the solution or result?

 - 4 CTA**
What action do you want them to take?

MY GOAL TODAY:

3 TODAY'S ACTION PLAN

- Your goal is to create one piece of content that drives action.
- I WILL:**
- ☐ Choose 1 product to feature
 - ☐ Create a story using the 4-step formula
 - ☐ Add personal context
 - ☐ Post my video
 - ☐ Add affiliate link or product tag
 - ☐ Engage with comments
 - ☐ Track results

MY NEXT STEP WILL CREATE OPPORTUNITY BY:

4 THE PRODUCT STORY FORMULA

This formula turns content into opportunity.



HOOK
Grab attention fast. Speak to a problem.

→



STORY
Share your experience or struggle.

→



SHIFT
Reveal what changed and why it matters.

→



CTA
Invite them to take action (link, shop, DM).

TODAY'S STORY TOPIC: _____

WHY THIS MATTERS TO MY AUDIENCE: _____

★ **TIP:** Show the transformation. People buy the result, not the features.

5 AFFILIATE ACTION PLAN

How you turn content into affiliate action.

-  **CHOOSE THE RIGHT PRODUCT**
Solve a real problem your audience has. _____
-  **CREATE VALUABLE CONTENT**
Story > Features. Relatable > Perfect. _____
-  **ADD YOUR LINK OR TAG**
Make it easy for them to take action. _____
-  **ENGAGE AFTER POSTING**
Reply to comments, answer questions. _____
-  **TRACK + IMPROVE**
See what works and do more of it. _____

★ **TIP:** Consistency + authenticity = affiliate success.

6 CONTENT IDEAS

Use these ideas to create stories that sell.

- _____
- _____
- _____
- _____
- _____

★ **TIP:** Solve a problem. Share a result. Give a real example.

7 CONTENT PROMPT (OPTIONAL)

-  **VIDEO IDEA PROMPT**
Give me 10 TikTok video ideas using the Hook → Story → Shift → CTA formula for (your product or niche).
-  **HOOK GENERATOR**
Give me 10 viral hooks for TikTok videos about (your product or niche).
-  **CTA PROMPT**
Give me 10 strong CTA ideas to drive clicks, comments or product sales.

★ **TIP:** Use AI to spark ideas, not to replace your voice.

8 DAY 11 ACTION STEPS

- Before you mark Day 11 complete:
- ☐ Created one product story video
 - ☐ Used the Hook → Story → Shift → CTA formula
 - ☐ Added personal context
 - ☐ Posted my video
 - ☐ Added link or product tag
 - ☐ Engaged with comments
 - ☐ Tracked results today

MY COMMITMENT

I commit to telling stories that create connection, build trust and lead to action and income.

SIGNED:



DAY 11 COMPLETE

Tell the story. Show the value. Invite action. Create opportunity. *You create opportunity when you take action.*



BIGGER IMPACT ALWAYS.
YOU'RE BUILDING YOUR BRAND.
YOUR FREEDOM. YOUR FUTURE.

★ **TIP:** Stories connect. Connection sells. Action creates results.



Storytelling creates opportunity. Opportunity creates income.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



TIKTOK
WORKBOOK

DAY
12

CONTENT THAT
MOVES PEOPLE

STITCH. ADD VALUE. GUIDE THE NEXT STEP.

CONTENT THAT HELPS TODAY, LEADS TO OPPORTUNITY.



Stories create connection.
Connection creates trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

Today is about using existing content as the starting point, adding your perspective and guiding viewers to one clear next step.

- ✓ Find content worth responding to
- ✓ Add your perspective
- ✓ Teach or add value
- ✓ Guide viewers to take action
- ✓ Create opportunity from content

REMEMBER:

Don't repeat what's already been said. Add value, offer insight and guide the next step.

2 STITCH VALUE CHECK

Use this value formula to build your stitch.

- 1 FIND THE RIGHT CONTENT**
Look for something relevant, useful or widely discussed.
- 2 ADD YOUR PERSPECTIVE**
What's your take or experience?
What do you see differently?
- 3 TEACH OR ADD VALUE**
Give a tip, lesson, insight or real-life example.
- 4 ONE CLEAR NEXT STEP**
Tell viewers what to do next.
Make it easy to act.

MY MESSAGE TODAY:

3 TODAY'S ACTION PLAN

Your goal is to create one stitch that adds value and drives action.

I WILL:

- ☐ Find content to stitch
- ☐ Add my perspective
- ☐ Teach or add value
- ☐ Give one clear next step
- ☐ Add CTA in caption or on screen
- ☐ Post my stitch
- ☐ Engage with comments
- ☐ Track saves, shares and follows

MY NEXT STEP WILL
CREATE OPPORTUNITY BY:

4 THE STITCH VALUE FORMULA

Use this formula to turn content into opportunity.



TIP: Add value. Guide the next step. That's what creates opportunity.

5 CONTENT THAT MOVES PEOPLE

Use these elements to make your stitch more powerful.

- STRONG HOOK**
Stop the scroll.
- RELATABLE MESSAGE**
Make it something people feel.
- REAL VALUE**
Teach or add something useful.
- AUTHENTIC DELIVERY**
Speak like a human, not a brand.
- CLEAR CTA**
Give one action and make it easy.

TIP: Clear message + clear CTA = more action.

6 STITCH IDEAS TO START TODAY

Use these ideas to create valuable stitches.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

TIP: Pick ideas people care about. Stay relevant. Stay helpful.

7 FOLLOW-UP SYSTEM

Content works. Follow-up turns interest into opportunity.

- SAME DAY FOLLOW-UP**
Reply to comments and answer questions.
- 24 HOUR FOLLOW-UP**
Follow up with value or a helpful resource.
- WEEKLY FOLLOW-UP**
Check in. Add more value. Keep building the relationship.

TIP: Follow up = opportunity. Consistency creates results.

8 DAY 12 ACTION STEPS

Before you mark Day 12 complete:

- ☐ Found content to stitch
- ☐ Added my perspective
- ☐ Taught or added value
- ☐ Given a clear next step
- ☐ Added CTA in caption or on screen
- ☐ Posted my stitch
- ☐ Engaged with comments
- ☐ Tracked saves, shares and follows
- ☐ Took action and posted today

MY COMMITMENT

I commit to creating content that adds value, guides the next step and creates opportunities and income.

SIGNED:



DAY 12
COMPLETE



- + Add your perspective.
- + Teach or add value.
- + Give one clear next step.
- + You moved from content to opportunity.



TIP: Share valuable content. Build trust. Guide the next step.



Stories create connections.
Value creates trust.
Action creates income.



BIGGER IMPACT ALWAYS.
YOU'RE BUILDING YOUR BRAND.
YOU'RE BUILDING YOUR FUTURE.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



DAY 13

BUILD YOUR WEEKLY RHYTHM

PLAN. BATCH. POST. REPEAT.

A RHYTHM KEEPS YOU VISIBLE. VISIBILITY CREATES OPPORTUNITY.



Consistency creates visibility.

Visibility creates trust.

Trust creates opportunity.

Opportunity creates income.

Income creates impact.

1 TODAY'S FOCUS

Today is about turning daily content into a repeatable weekly rhythm.

- ✓ Create a weekly posting rhythm
- ✓ Plan content that connects
- ✓ Batch to stay consistent
- ✓ Stay visible and valuable
- ✓ Build momentum and trust

★ **REMEMBER:**

A plan removes the guesswork.

A rhythm removes the stress.

Consistency creates results.

2 THE WEEKLY SYSTEM

Use this system to plan and execute your weekly content.

- 1 CHOOSE YOUR DAYS**
Pick 4–6 days to post.
Be realistic and consistent.
- 2 CHOOSE YOUR FORMATS**
Pick 2–3 formats you enjoy.
Keep it simple.
- 3 PLAN YOUR CONTENT**
Use your pillars, hooks and CTAs.
Plan before you post.
- 4 BATCH YOUR CONTENT**
Record, edit and prep in batches.
Save time later.
- 5 POST & ENGAGE**
Post on your schedule.
Engage daily. Start conversations.

MY WEEKLY FOCUS:

3 TODAY'S ACTION PLAN

Your goal is to build a simple weekly system you can stick to.

I WILL:

- ☐ Choose my posting days
- ☐ Pick my content formats
- ☐ Plan 7 days of content
- ☐ Batch at least 3 pieces
- ☐ Add hooks and CTAs
- ☐ Post 1 piece of content
- ☐ Engage with comments
- ☐ Track my results

MY NEXT STEP WILL CREATE OPPORTUNITY BY:

4 THE WEEKLY CONTENT FLOW

Follow this flow to create consistent content that connects.



PLAN

Map your week.
Choose days and topics.

→



CREATE

Record, film and capture your content.

→



EDIT

Edit for clarity, retention and value.

→



POST

Post on your schedule.
Stay consistent.

→



ENGAGE

Reply, comment and start conversations.

★ **TIP:** Plan ahead. Batch smart. Post consistently. Engage daily.

5 CONTENT THAT CONNECTS

Use these elements to make your content more powerful.

-  **STRONG HOOK**
Stop the scroll.
-  **RELATABLE MESSAGE**
Make it something they feel.
-  **REAL VALUE**
Teach or share something useful.
-  **STORY OR EXAMPLE**
Share a quick story or example.
-  **CLEAR CTA**
Guide them on what to do next.

★ **TIP:** Clear message + clear CTA = more action.

6 CONTENT IDEAS

Use these ideas to fill your content calendar.

- _____
- _____
- _____
- _____
- _____

★ **TIP:** Ideas are everywhere. Solve a problem. Share the solution.

7 BATCHING GUIDE

Batching saves time and keeps you consistent.

-  **IDEA DUMP**
List 10–15 ideas.
-  **RECORD**
Film multiple videos in one session.
-  **EDIT**
Edit in batches.
-  **SCHEDULE**
Schedule your week.
-  **REVIEW**
Review performance weekly.

★ **TIP:** Batch once. Save hours. Stay consistent.

8 DAY 13 ACTION STEPS

Before you mark Day 13 complete:

- ☐ Planned my posting days
- ☐ Chose my content formats
- ☐ Planned 7 days of content
- ☐ Batched at least 3 pieces
- ☐ Added hooks and CTAs
- ☐ Posted 1 piece of content
- ☐ Engaged with comments
- ☐ Tracked my results
- ☐ Planned next week

MY COMMITMENT

I commit to showing up consistently with a weekly content rhythm that builds trust, creates conversations, opportunities and income.

SIGNED:



DAY 13 COMPLETE

★ Plan your week.

★ Batch your content.

★ Post with value.

★ Engage daily.

★ You make the system. The system makes you unstoppable.



★ **TIP:** Small systems beat motivation. Rhythm builds results.



Plan your week.

Batch your content.

Post. Engage. Repeat.

★ **BIGGER IMPACT ALWAYS.** YOU'RE BUILDING YOUR BRAND. YOU'RE BUILDING YOUR FREEDOM. YOU'RE BUILDING YOUR FUTURE.

14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



TIKTOK

WORKBOOK

DAY
14

FINISH WITH A GROWTH PLAN

TEST. LEARN. SCALE.

A SMART TEST TODAY CREATES GROWTH TOMORROW.



Consistency creates visibility.
Visibility creates trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

Today is about testing what works and planning how to scale.

- ✓ Test proven content
- ✓ Learn from data
- ✓ Scale what works
- ✓ Stay consistent
- ✓ Build long-term growth

REMEMBER:

Small tests create big data.
Data removes the guesswork.
The system makes you unstoppable.

2 THE SPARK AD TEST

Use this simple test to find what's worth scaling.

- 1 CHOOSE YOUR WINNER**
Pick 1 video that already proved itself organically.
- 2 SET YOUR GOAL**
Choose 1 goal: Views, Traffic, Leads or Conversions.
- 3 SET YOUR BUDGET**
Start small: \$10–\$20 per day for 3–5 days.
- 4 LAUNCH YOUR TEST**
Use Spark Ad to run your test. Keep it simple.
- 5 TRACK & LEARN**
Track results daily. Learn what works. Plan what to scale.

MY TEST GOAL:

3 TODAY'S ACTION PLAN

Your goal is to run your first Spark Ad test and learn from the results.

I WILL:

- ☐ Choose my winning video
- ☐ Pick 1 test goal
- ☐ Set my \$10–\$20 budget
- ☐ Set duration (3–5 days)
- ☐ Launch my Spark Ad test
- ☐ Track results daily
- ☐ Take notes and learn
- ☐ Plan what to scale

MY NEXT STEP WILL
CREATE OPPORTUNITY BY:

4 THE SPARK AD TEST FLOW

Follow this flow to test proven content the smart way.



CHOOSE

Pick 1 top performer.



SET GOAL

Choose 1 goal: Views, Traffic, Leads or Sales.



SET BUDGET

Start with \$10–\$20 per day.



LAUNCH TEST

Run for 3–5 days.



TRACK & LEARN

Track results. Learn what works.

TIP: Test small. Learn fast. Scale what works.

5 TRACK WHAT MATTERS

Track these key metrics to measure your test.



VIEWS

How many people saw your ad?



CLICK-THROUGH RATE

How many clicked?



CONVERSIONS / LEADS

How many took action?



COST PER RESULT

How much did each result cost?



ENGAGEMENT RATE

How engaged were watchers?



RETURN ON INVESTMENT

Was this test profitable?

TIP: Track daily. Adjust. Scale what performs.

6 CONTENT IDEAS TO TEST

Use these ideas to find winners.

- 1
- 2
- 3
- 4
- 5

TIP: Test hooks, formats, topics and angles.

7 TESTING RULES

Follow these rules to win.



TEST ONE THING

Change 1 variable at a time.



KEEP IT SMALL

Small budget. Fast feedback.



BE PATIENT

Give it 3–5 days to learn.



MAKE DECISIONS

Scale, tweak or kill.



REINVEST WINNERS

Put more behind what works.



TIP: Data > opinions. Numbers don't lie.

8 DAY 14 ACTION STEPS

Before you mark Day 14 complete:

- ☐ Picked my winning video
- ☐ Set my test goal
- ☐ Set \$10–\$20 budget
- ☐ Set test duration
- ☐ Launched my Spark Ad
- ☐ Tracked results daily
- ☐ Took notes and learned
- ☐ Planned what to scale
- ☐ Planned next test

MY COMMITMENT

I commit to testing proven content, learning from the data, scaling what works and building a long-term system for growth.

SIGNED:



DAY 14
COMPLETE



- You finished the 14-Day Accelerator.
- You learned to test smart and scale what works.
- You built a system. You gathered data.
- Now you have a path to grow with confidence.
- Finish strong. Keep testing. Keep scaling.



TIP:

Small tests.
Big data.
Massive results.



Test. Learn. Optimize.
Scale what works.
Repeat.



BIGGER IMPACT ALWAYS.
YOU'RE BUILDING YOUR BRAND.
YOU'RE BUILDING YOUR FREEDOM.
YOU'RE BUILDING YOUR FUTURE.