Brisby

SHAH AND RAMON
BRISBY MEDIA
shah@brisbymedia.com

A WORKBOOK FROM BRISBY MEDIA

HOW TO BUILD YOUR OWN CREATOR TEAM IN TWO WEEKS

From someone who's actually scaled brands to doing multiple six and seven figures a month. Four parts, step by step, with the numbers and tables we actually run.

TIKTOK SHOP WILL EAT YOUR MONEY.
TREAT IT AS A CONTENT AND PRODUCT LAUNCHING MACHINE IF YOU WANT TO WIN.

FOUR PARTS, IN THE ORDER THEY GET BUILT

1. **Onboard as many creators as you can.**
2. **Train them** until they make good content. Their videos send people to your TikTok Shop.
3. **Take the winning videos,** change the call to action, and run them on Meta.
4. **The volume makes you go viral.** You see the overflow on Amazon and Shopify.

You will lose 20 to 30% on TikTok Shop. You win it back everywhere else. That is why the kit runs in this order.

01	OUTREACH	**How to find and message creators.** Pull the list from Euka, Reacher or your TikTok Shop reps. Split it into higher ticket and lower ticket. Message from a 10K+ account, like a friend. Check six things before you hire.
02	ONBOARD AND COACH	**How to pay, budget, activate and coach.** Pay for recent GMV in your category. 30 videos a month. Never above $3,500. Put everyone in a Discord and coach them in tiers.
03	VOLUME	**How 30 becomes 60.** Sell creators on posting more. Feed Gold creators inspo with a breakdown. Turn one proven script into ten videos.
04	OPTIMISE	**How to unblock, catch the overflow, and run the Shop.** A path for every banned creator. The 1% method. Winners onto Meta. Launches, ROAS targets, GMV Max, Lives, the events.

HOW EACH PART IS BUILT

Every part has two sections. **The steps** are what to do, in order, with the rules that go with them. **The setup** is the numbers and tables we actually run.

> **ONE RULE THAT RUNS THROUGH ALL FOUR**
>
> You honestly just need **30 loyal people being consistent**. Churn people in and out. Keep 30 active at all times. Maintain that, and you can scale to a million a month.

The figures in this kit are the numbers we used when we scaled creator programmes. They are anchors, not a promise of what your creators will earn or produce.

01

OUTREACH

Most outreach is bland: “hey I'd love to get you on, here's 20% commission.” Creators have a separate inbox and it is full of it. Give them something worth more, and send it like a friend would.

IN THIS PART: HOW TO GET THE LIST, HOW TO MESSAGE THEM, HOW TO STRUCTURE THE MESSAGE, HOW TO CHECK IF A CREATOR WILL WIN

HOW TO FIND CREATORS

You need a list before you need a message. There are two ways to build one. Way 1 is a platform that pulls the list and sends at scale. Way 2 is your own TikTok account, for the creators you really want. Most brands only do Way 1, and they do it badly. That is your window.

WAY 1. PULL THE LIST FROM EUKA OR REACHER

1. **Pick one and connect it to your backend.** Euka and Reacher do the same job. Pick the one that fits you.
2. **Go into the backend and filter for your demographic.** You can't filter by age. You can filter by ethnicity, gender, who sells your kind of product well, and what products they already promote. You want creators in your demo, or creators already promoting your product or something like it.
3. **Or ask your TikTok Shop reps for a list.** They have the data. Ask for creators in your category.
4. **Send the outreach, every day.** About 3,000 to 4,000 messages a month. A VA runs it from your backend.

WAY 2. YOUR OWN TIKTOK ACCOUNT WITH 10K PLUS FOLLOWERS

Use it for your **top creators**: the retainer people, and the ones you spot on daily virals. Reach out directly and personally. The next page shows you how to set the account up and what to say.

MAKE SURE THE OUTREACH IS NOT BLAND

A lot of brands just plug the platform in and send. Agencies do the same. There is no love in it. The messages all read the same: "hey I'd love to get you on, here's 20% commission." Creators get thousands of these, and they ignore them. **So before you send anything, work out what actually attracts the creator you are messaging.**

WHAT ACTUALLY ATTRACTS A CREATOR

It depends on who they are. **A higher ticket creator** already performs. They are interested in the **money, violation support, and security and stability**. **A lower ticket creator** is still climbing. They want **coaching and growth**. Both want support. Use those things to write the messages. That is the next page.

> #### WHY YOU DO NOT NEED A GIVEAWAY
>
> I've brought in many creators without a giveaway and got them to insane numbers. Half of them were not even on retainers, just commission. Many did **$20,000 to $30,000 a month**. It comes down to how you sell them on the opportunity. A giveaway on top is a nice extra, not a must.

HOW TO MESSAGE CREATORS

Split your list in two. Higher ticket creators at the top, lower ticket creators at the bottom. They want different things, so they get different messages.

TOP CREATORS, HIGHER TICKET: A SHORT MESSAGE

These creators already perform, so they are probably more interested in the money and the support. Keep it short. Lead with **money** (the retainer, the commission), **violation support** (we unblock you when TikTok breaks), and **security and stability** (a brand that pays, answers, and stays). They get a lot of offers. Yours has to be the one that is worth more.

LOWER TICKET CREATORS: A LONGER MESSAGE

These creators are still growing, so sell them on **coaching and growth**. You can write a bit more here. Tell them what the coach has done, what the group gives them, and that you think they have potential. Still **non-formal, concise and friendly**. Talk to them like a friend, not like a brand.

TALK TO THEM LIKE A FRIEND

Short. Concise. Not formal. No VAs sending formal nonsense with wave emojis and smileys. Creators hate it. You don't text your friends like a pitch. Talking like a friend drops the walls. It becomes "let's just work together, let's print."

MESSAGE FROM AN ACCOUNT WITH 10K PLUS FOLLOWERS

A 10K plus follower account is the single best thing you can do for outreach. TikTok shows **"10K plus followers, potential offer"** and puts your message at the **top of their inbox**, as a priority. You get about a **25 to 40% response rate**. Follow them first, so it also shows "following you".

The goal is to get at least one message back. If they don't accept your message request, you can't talk to them again most of the time. So the first message has to get them to say yes to something. You only get **46 messages a day** per account, so make every one of them count.

No 10K account? Buy one for about $200. Post on it at least once a week so it stays active. Put a cool bio on it about you, your brand and your personality, or your coach's wins. Use a US founder or a manager as the face.

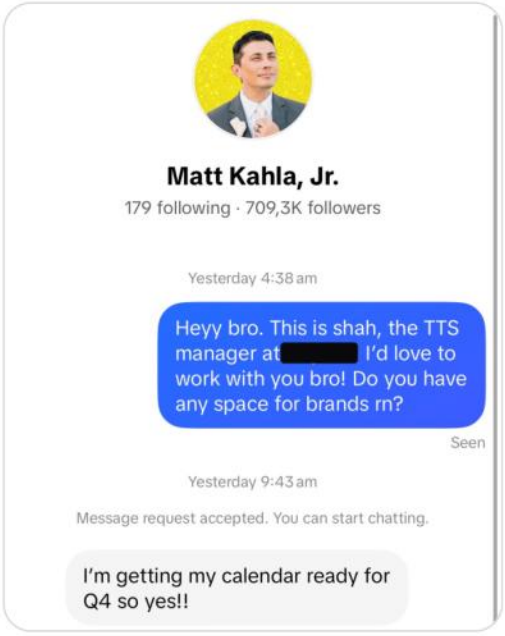
REMEMBER

You get one message. Make it count. Sell the support in your group: "hop on our group, we have a ton of support over there."

HOW TO STRUCTURE THE MESSAGE

This is the message structure we use. Three parts, in this order. The screenshot on the right is a real one, sent from the 10K account, and the reply that came back.

1. **Who you are and what you've done.** One line of proof. Views, money, the brand you are working with now.
2. **Why them.** You love their content and you think they have potential. Say it plainly.
3. **The invite, and the support.** Hop on our group, we help you reach your goals, there is a ton of support.



A real DM from the 10K account. Short, friendly, proof first. The reply: "getting my calendar ready for Q4 so yes".

FOR A TOP CREATOR, HIGHER TICKET

Short. Proof, then the offer: the retainer, the commission, and that we handle violations and pay on time. Two or three lines. Then the invite.

FOR A LOWER TICKET CREATOR

The same three parts, with more on the coaching: who the coach is, what they have done, and what the group gives them. Then the invite.

THE COACH LINE

"We have a coach that has **X views**, generated **$X on GMV Max**, and trained **X creators** to do $10,000 profit months. We think you have potential. We'd love to get you on, show you everything, and work together long term."

Yo bro, this is Shah. I've helped creators generate over 2 billion views and $20 million for brands in the US. I'm working with X brand now.

I really love your content and I think you have a ton of potential, bro.

Let me know if you'd be down to hop on our group where we can help you reach your goals. We have a shit ton of support over there.

HOW TO CHECK IF A CREATOR WILL BE SUCCESSFUL

Do not look at followers. Look at these six things, in this order. The order matters: the first ones you cannot train. The last ones you can.

1. **The right demographic.** They need to match the person who actually buys your product. Look at who is converting for you and who your target audience is. That exact person needs to be the one making the videos. **You want your customers to be your creators.**
2. **Viral videos in the last two months.** Recent virals, in your kind of product. If their last viral is older than that, the chances of them succeeding for you are lower. Be careful.
3. **Not spamming random videos.** A lot of creators spam 20 to 30 bottom-of-funnel videos a day. The chance of that working for you is very low. They need huge volume to succeed, so you can't give them a fixed amount. They would need a 200 to 300 video retainer, and that needs to be at least $1,000. Be careful with these creators.
4. **Promoting similar products.** You want creators in your niche. If a creator is already in your niche, the chance of them going viral with your product is way higher. The audience is pre-sold.
5. **Good lighting, clean camera.** The light in front of them, not behind them. Lens wiped, clean frame. It just needs to look clean. A cheap frame makes the product look cheap.
6. **Posting consistently.** A steady rhythm of videos, not a burst and then silence. This shows you straight away if someone is wasting their time, and yours.

> WHY THIS ORDER
>
> You can always train a creator to do the right things: lighting, camera, consistency. You cannot train them into your demographic, and you cannot give them a recent viral. So demographic and recent virals come first, and the trainable things come last.

02

ONBOARD AND COACH

You just need 30 loyal creators. Pay for recent GMV in your category, put everyone in a Discord, and coach in tiers.

IN THIS PART: **HOW TO PAY, HOW TO BUDGET, HOW TO ACTIVATE, HOW TO COACH**

HOW TO PICK WHO GETS A RETAINER, AND HOW MUCH

THE RETAINER TEST

1. **Look at the GMV in your category.** Say you sell tech. How much GMV has this person made in tech?
2. **Check it is recent.** The tool shows one GMV number. It could come from a video that popped for a mattress, or a tech video that is one or two years old. That is worth nothing. You want **GMV in your category, in the last 30 days.**
3. **Older than that? No retainer.**
4. **Check the quality before you hire:** right demographic, good tonality, good lighting, clean camera. If it is super low quality, it probably won't print for you.

> **THE $600 OFFER**
>
> If the videos are older than 30 days, offer a lower retainer. A $10,000 creator would normally get around $800. **Offer $600 instead** and say: "we'd love to show you everything." They get the retainer, plus coaching, plus benefits, plus the giveaway if you have one. A slightly lower retainer saves budget for other creators.

THE LADDER: 30 VIDEOS IN 30 DAYS, PLUS COMMISSION

GMV, LAST 30 DAYS	RETAINER	VIDEOS
$0 to $500	$0 (affiliate only)	30
$500 to $1K	$150 to $200	30
$1K to $2K	$200 to $300	30
$2K to $5K	$300 to $500 (up to $650)	30
$5K to $10K	$500 to $750 (up to $900)	30
$10K to $15K	$800 to $1,000 (up to $1,250)	30
$15K to $20K	$1,000 to $1,250	30
$20K to $30K+	$1,000 to $1,500	30
$100K+	$3,000 to $3,500	30

Plus 20 to 30% commission. Never above $3,000 to $3,500, for anyone.

HOW TO BUDGET

ALWAYS 30 A MONTH

- **15-post retainers suck.** Creators post every other day, or in two batches, and they are done. No feedback. No trying more.
- Avoid them, unless it is a top-tier creator.
- **Always 30 a month.** Then hype them up to go from one video a day to two. It is easier to sell it that way.

THE BUDGET, STEP BY STEP

1. **Fill a retainer budget of around $10,000.**
2. **That gets you about 15 creators.** Some at $1,000. Some at $500. Top creators at $3,000 to $3,500.
3. **The rest come in as affiliates,** on commission only. That is your 30.

THE CEILING

- Some creators ask for $5,000. **No.**
- The most I have ever paid is **$3,500**, and even that was borderline. She had done $300,000 GMV. She went on to make $100,000 GMV a month for us. Worth it.

YOU JUST NEED 30 LOYAL CREATORS

- I've scaled brands to a million dollars a month. At that level, maybe **15 or 16 creators are actually cooking**. It dwindles fast. It is very top-heavy.
- So you need 30 loyal people who always work, always join the campaign, always cook.
- Churn people in and out. **Keep 30 active at all times.**
- Maintain that, and you can scale to a million a month.

REMEMBER

The budget grows with the Shop. It is what your P&L carries. Spend it on recent GMV in your category, never on followers.

HOW TO ACTIVATE CREATORS

STEP BY STEP

1. **Send samples.**
2. **Do a call with them.** Hype them up. Sell the opportunity and the product.
3. **Walk through everything they will do in the Discord.** Remind them of the coaching.
4. **Once they get the product, it is a two-week process:** the product arrives, they start pushing content.

THE ENTRY FORM

- **At least seven posts a week** from each creator.
- If you are not getting that, you did not set expectations upfront.
- I had a form they accept to get into the Discord: **we coach you, we push you, we give you accountability.** They agree. So I hold them accountable.

THE DISCORD IS THE RETENTION

- Only the creators in the server matter. The value you give them there is training. **Back-end-only creators churn.**
- **Coaching and feedback.** Weekly, in their chat.
- **Weekly group calls.** Ideation, brainstorming, account reviews, mindset.
- **Monthly one-on-ones.** 30 minutes. Their goal, how to get there.
- **Unblock their blockers.** Accounts getting banned, violations, and so on.
- Your coach needs **energy and hype**, and must know the product very well.

REMEMBER

Coach them up. Hold them accountable once a week. That's it. It is a very simple system, but the details matter: hype them up, keep them incentivised, care about them, coach them consistently. Once they start making money with you, they won't leave unless shit breaks.

HOW TO COACH IN TIERS

ASK PERMISSION FIRST

- Say it upfront: "we're going to give you feedback. We expect you to go the extra mile. We'll go the extra mile for you and help you print."
- Once they agree, they are locked in. **Move them to a tier.**

THE THREE TIERS

TIER	WHO	WHAT THEY GET
Silver	The ones who need to improve their content. They need feedback.	Weekly chat feedback and a monthly call, until the videos look right. The coaches work in Silver.
Gold	They don't need feedback. They just need to say the right thing consistently and put out volume to test different ideas.	Inspo every week. This is where volume comes from.
Platinum	A little stubborn, on 15-video retainers, or they don't want feedback. Anyone doing over $100,000 a month.	Let them do their thing, as long as they are performing. Always ask: do you want support? A lot say no.

REMEMBER

They're not numbers in your Discord. They're people you want to help change their lives through your brand. You'll lose creators. You'll lose a lot of top Gs. The ones you keep will keep printing. These people become them if you stay with them.

HOW TO RUN THE FEEDBACK

THE FEEDBACK STRUCTURE

WHEN	WHAT	HOW
Every week	Feedback in their chat	Don't wait for them to ask. Don't ask "do you need anything?" Look at their account and give feedback every week, consistently. Just provide value.
Every month	A 30-minute one-on-one	What is their goal? What is stopping them from getting there? What do they need to do to achieve it? Hold them accountable to the ideas you came up with together.

> **I looked at your account. This is what I'm seeing, this is what's wrong. Do these few things this week and let's see what it looks like next week.**

THE FIVE BOXES: WHAT TO LOOK FOR WHEN COACHING

BOX	WHAT GOOD LOOKS LIKE
Scripting	Saying the right things, from real use of the product
Tonality	Talk from your head, not reading. Natural, warm, certain
Lighting	Face a window. Nothing lit up behind you
Camera	Wipe the lens, iPhone 12 or newer, clean frame
Consistency	Posting every day. No gaps, no batches

FIVE A DAY, TELL THEM WHAT TO IMPROVE

- Say you have 25 creators in Silver. That is **five people a day**, from you or your coach. Not one-on-one calls. One-on-ones are monthly.
- Don't go in with "how can I help, is everything okay?" They don't know if everything is okay! **Tell them what to improve.**
- A batch of five, one message each. **Every one of them hears from the coach once a week.**

WHAT THE MESSAGES SOUND LIKE

Lighting. That light behind you makes you look darker. Put a window in front of you and nothing bright behind you. **Tonality.** Bad tonality means you don't understand what you are saying. Understand the product and you won't need a script, only bullet points.

Remember, we are doing them a favour. Don't hold back. If you want them to win, this is what you have to do for them. All five boxes ticked, they graduate to Gold.

THE DISCORD SETUP

THE ENTRY FORM, IN FOUR LINES

We coach you. We push you. We give you accountability. You agree to post at least seven times a week.

THE LAYOUT

CHANNEL	WHAT HAPPENS THERE
Announcements	Inspo with a breakdown, everyone tagged
Squad chat	The creators and the coach, every day. Feedback lands here
Inspo channel	The virals of the week, each with a breakdown of why it worked
Wins channel	Creators post their wins. Everyone sees what printing looks like
Leaderboard	GMV and posts, updated every week. The giveaway tiers live here
Courses	The training: scripting, tonality, lighting, camera

THE GROUP CALL, IN FOUR PARTS

1. **Ideation.** What to film next, from this week's virals.
2. **Brainstorming.** Angles, hooks, products, together.
3. **Account reviews.** Open an account on screen, say what to fix.
4. **Mindset.** Consistency, volume, why the slow weeks happen.

03

VOLUME

30 a month is the minimum. It becomes 60 when you sell them on it. Do not pay creators for extra volume, sell them on why they will print by doing more.

IN THIS PART: HOW TO PUSH FOR MORE, HOW TO SEND INSPO, THE SCRIPT ENGINE

HOW TO GET MORE VIDEOS OUT OF EVERY CREATOR

HOW 30 BECOMES 60

- **Giveaways.** A pot that rewards the ones who post the most. How to run one is below.
- **Iteration.** One proven script becomes ten videos.
- **Do not pay creators for extra volume.** Sell them on why they will print by doing more.

HOW TO TURN ONE SCRIPT INTO TEN VIDEOS

5 HOOKS × **1** BODY × **2** LOCATIONS = **10** DIFFERENT VIDEOS

Only the hook moves. The body is the proven script. Change clothes and location, and you have another 10. Tell the creator to do this. **They go more viral and earn more.** You get more volume to test.

HOW TO DO THE GIVEAWAY

The giveaway works in **tiers**. Each tier is a GMV level a creator hits inside the giveaway period. When they hit a tier, they earn an extra percentage of the GMV they generated at that tier, on top of the open commission rate you set on TikTok Shop. The tiers go up, and so does what they earn, so the ones who push the most volume get paid the most.

TIER 1	TIER 2	TIER 3	TIER 4	TIER 5
$5,000 GMV	$10,000 GMV	$20,000 GMV	$30,000 GMV	$50,000 GMV
+10 to 15% of GMV	+10 to 15% of GMV	+10 to 15% of GMV	+10 to 15% of GMV	+10 to 15% of GMV

Who it is for. Everyone in the Discord. The creators who post the most climb the tiers. **Why it works.** They push harder for it. It costs you a slice of the extra sales, not a bigger retainer. **How long.** 1 to 3 months, depending on your margins. Announce the tiers in Discord and post the leaderboard every week.

ACCOUNTABILITY

At least seven posts a week from each creator. If you can't post every day, you won't reach the goal. No volume means not enough testing. No consistency means no learning, and no compounding.

HOW TO SEND INSPO

IN ANNOUNCEMENTS, FOUR STEPS

1. **A heading that hooks.** The new style you found, or the new viral video.
2. **Why it performed.** What she did, what she said, what it caused.
3. **The link.**
4. **Tag everyone.** One structured message, never a bare link. Sell them on opening it.

NEW STYLE. THIS IS PRINTING RIGHT NOW.
Found a video doing 2M views in our niche. She opens by holding the product to the lens and asks a question, no intro. Comments are all "where do I get this". Simple to remake.
Watch it, then film your version this week. @everyone
tiktok.com/@creator/video/...

IN PRIVATE CHATS: WHO GETS IT

- **Creators who are performing.** Your best get the best inspo first.
- **Creators in that demographic.** The video is a white woman in her 40s? Send it to your five white women in their 40s.
- **Creators the coach believes in.** Anyone the coach thinks will do well with that video.

> **Hey @name, I really think you would do so well with this video. You should 100% give it a shot. If you don't make $10,000 from this, it's my fault.**

THE COACH'S ROUTINE

- Scroll TikTok every day: daily virals, all the platforms.
- Find **10 to 20 videos a week**.
- Don't just drop the video and say "check this out." That is bland. Break it down: this lady did this, said this, caused this comment, and this is why it is awesome.
- **Reactions tell you who saw it.** Low reactions? Nobody is watching.

REMEMBER

Don't just send inspo and forget about it. Do not just send it in the group chat and hope creators look at it. You need to fight for their attention.

RUNNING THE SCRIPT ENGINE

THE VOLUME MATHS

	HOW	OUR NUMBER
Active creators	From Part 02	30
Videos a month at the minimum	Active × 30	900
Videos a month when you sell them on 60	**Active × 60**	**1,800**

THE GIVEAWAY, IN TIERS

	OUR SETUP
The tiers	$5,000, $10,000, $20,000, $30,000, $50,000 GMV in the giveaway period
What they earn	An extra 10 to 15% of the GMV at each tier, on top of the open commission rate
Who wins it	The creators who post the most climb the tiers
How long	1 to 3 months, depending on your margins

MATCHING VIDEOS TO CREATORS

1. Of the 10 to 20 videos found this week, note who is in each one: age, gender, ethnicity.
2. Send each video to the creators who look like that person, **by name**, and urge them to try it.
3. Then multiply: **5 hooks × 1 body × 2 locations = 10 different videos** from every winner. Only the hook moves.

04

OPTIMISE

Shit keeps breaking on the TikTok Shop side: accounts banned, suspended, money blocked. Other than training, your whole job is to unblock. Then get the working videos onto Meta and watch the overflow.

IN THIS PART: HOW TO UNBLOCK, HOW TO CATCH THE OVERFLOW, HOW TO OPTIMISE THE SHOP

HOW TO UNBLOCK CREATORS

UNBLOCK 1. BUY THEM AN ACCOUNT

- **Who.** A creator doing **over $5,000 GMV a month** who gets a ban, or an issue where they can't get a TikTok Shop account.
- **What.** Buy them a TikTok Shop account to keep them going. Whatever it takes to stop them from not posting.
- **Why.** A creator at that level is worth far more than the account. They keep printing.

UNBLOCK 2. THE 1% METHOD

For creators who can't get payouts because of violations.

1. **Set 1% on the backend.** TikTok pays the creator 1% commission.
2. **You pay the rest directly.** On 20% commission, you pay the other 19% at the end of the month.
3. **GMV Max is 10%.** So on GMV Max sales you pay 9%, not 19%.
4. **Check the sheets.** Pull the backend data per sale source before you pay. Two columns: X sales from GMV Max, X organic. **Otherwise you will overpay** and give 20% on sales that should have been paid at 10%.

> **1% method is where you give creators 1% commissions so that you pay them directly instead. So TikTok will pay them 1%, but then you pay them the other 19%, for example, if you have 20% commissions, and 9% for their GMV Max sales that they made.**

HOW TO UNBLOCK CREATORS, CONTINUED

UNBLOCK 3. MARKETING ACCOUNTS

- **What.** The creator creates a brand-new account with no followers. You log it into a marketing account slot in the TikTok Shop backend. They post only for your brand on it.
- **How many. 5 slots to start, up to 20.** Max out the five, then request more from the TikTok Shop reps: "they're all in use, everyone posts two or three times a day."
- **Why.** More stable, fewer violations, more loyal. They can only post your brand's videos on it, so they stay with you longer term.
- **Who gets one.** Creators you think have potential, and anyone doing over $10,000 GMV who is willing to push more volume.

> WHAT IT DID
>
> A creator with potential on Instagram kept getting banned on TikTok. We gave her a marketing account. **Next month: $60,000 GMV for the brand.** It is also an easy way to plug in UGC creators and creators from the other side.

UNBLOCK 4. POST TO A GOOGLE DRIVE

For creators with consistent problems, doing under $5K GMV.

1. **Keep pushing them.** You still want the content out of them so they get better and don't die off.
2. **They post to the drive.** Videos go to a shared Google Drive, sent to you.
3. **You upload to GMV Max,** directly, from your side. They don't need a working account. It posts like an ad, and you can't even get violations on those.
4. **Deliver the tracking.** Set it up and send it daily or weekly so they keep up with their progress.

> REMEMBER
>
> Make sure they keep going. They don't die off and just disappear. Other than training, your whole job is to unblock.

HOW TO CATCH THE OVERFLOW

THE MACHINE NEVER STOPS

- **Outreach keeps running**, even after you have the 30 creators. Keep adding people.
- Ask every month: what is our churn? How many left? How many came in? How many are active? How many are posting?
- **It is a machine. Run it consistently.**

WATCH THE OVERFLOW ON AMAZON

- On Amazon you will see the overflow when videos go viral.
- If the product does **under a million dollars a month** on Amazon, you will see the spikes. Above a million a month, it gets very hard to see where the sales come from. That is when brand owners say "it's not working."
- **Just keep pushing.** And still track the overflow.

PUT THE WINNERS ONTO META

1. Ask the creator: **"make me three or four CTAs that send traffic to my Shopify store."**
2. Put the videos on a drive. An editor cuts off the end and puts the other CTA in.
3. **Do that for any video over 10K views** and plug it into Meta. You can see the ROAS in GMV Max too, so steal winners from there as well.
4. Give the creator **2 to 2.5% of the ad spend**, with weekly updates on their progress and what they made.
5. Ask them to recreate the other winners too. They won't charge more. They are getting the 2.5%.

THE UNBLOCK LADDER AND THE OVERFLOW SETUP

THE UNBLOCK LADDER

PROBLEM	WHAT WE DO
Account banned, creator doing over $5,000 GMV a month	Buy them a TikTok Shop account
Keeps getting banned, has potential, or over $10,000 GMV	A marketing account. 5 slots to start, up to 20, ask the reps for more
Consistent problems, creator doing under $5K GMV	They post to a Google Drive. We upload to GMV Max, with tracking
Money blocked by violations	The 1% method

THE COMMISSION SPLIT, BEFORE YOU PAY

SALE SOURCE	TIKTOK PAYS THE CREATOR	YOU PAY THE CREATOR	TOTAL
GMV Max sales (10% structure)	1%	9%	10%
Organic sales (20% structure)	1%	19%	20%

Go into the backend. You can see where every sale came from. Two columns in a sheet: X sales from GMV Max, X organic. Otherwise you overpay and give 20% on sales that should have been paid at 10%.

THE OVERFLOW SETUP

	WHAT WE DO
Videos over 10K views	Every one gets alt CTAs
Alt CTAs	Three or four per video, traffic to Shopify
Editor	Cuts off the end, puts the other CTA in
Creator's cut	2 to 2.5% of the ad spend, weekly updates on what they made
Amazon	Spikes visible under $1M a month. Over it, keep pushing, still track

WHAT TO COUNT EVERY MONTH

- New in. Churned. Active. Posting.
- Retainers paid. Shop GMV. Meta. Amazon.
- **It is a machine. Run it consistently.**

HOW TO OPTIMISE THE SHOP: THE HALO AND LAUNCHES

THE HALO IS REAL, BUT IT IS MAINLY A LAUNCH TOOL

The halo effect is the overflow of sales that lands on Amazon when a video goes viral on TikTok. It is very difficult to see on a big Amazon listing. When your listing is already doing well, you almost have to trust the process. When you have a smaller brand, you will see it. And when you launch a new product, you see a direct overflow, very quickly.

That is why big brands love launching a new product every three to four months. Brands like Physicians Choice, Serene Herbs, Rosabella, and many others outside the supplement space. They scale horizontally and take advantage of the creators already in the network and on the Discord. It also hypes up the creators. The brand never feels stagnant, so you end up getting more out of them.

NEW ARRIVALS CAMPAIGNS

TikTok Shop runs New Arrivals and new product campaigns to help boost a launch. TikTok gives your creators more boosting from their side. But it is very expensive, and you have to plan for it.

1. **Plan 90 days ahead.** The campaign only works if the creator volume is already there when it opens.
2. **Have at least 1,000 to 1,500 videos a week on TikTok Shop** going into it. Early and unprepared, you lose a lot of money very fast.
3. **Make it an event.** Announce it on Discord, run a campaign, add a giveaway, hype the creators.

HOW TO CAPTURE PROFIT MARGIN ON EVERY SKU

As you add SKUs on TikTok Shop, **raise the GMV Max ROAS targets on the older SKUs.** They get less ad spend and profit more. You will notice the sales do not drop substantially. It is a good way to recoup profit and be less unprofitable on the Shop.

Every new SKU gets a 1 to 2 ROAS target. Be pushy with it. First, because TikTok wants you on low targets so it can push your product well. Second, because if you are looking for the overflow, you want the most out of the TikTok Shop side. It is only worth it because you can track that overflow quite accurately.

SKU	GMV MAX ROAS TARGET	WHY
New SKU	1 to 2	Buy momentum. TikTok pushes it, the overflow lands on Amazon
Older SKU	Raise it	Less ad spend, more profit. Sales do not drop much

HOW TO OPTIMISE THE SHOP: GMV MAX, LIVES, THE EVENTS

GMV MAX: FIND THE STUCK VIDEOS

In GMV Max you will see a few videos stuck at a 3 or 4 ROAS that TikTok is not boosting. They are hidden. You can increase the ad spend on them manually.

1. **Find the video stuck at a 3 or 4 ROAS** that the system is not pushing.
2. **Set X spend a day for Y days.** Around $10 a day for four or five days is enough to boost it.
3. **Let their system take over.** Once it climbs, GMV Max picks it up automatically.
4. **Steal the winners for Meta.** GMV Max is also a really solid place to find videos that will get a ROAS on Meta very quickly.

LIVES

Lives are more profitable, because **80% of Live sales never touch GMV Max.** There is no ad spend behind them. The only expense is on the creative side, the commissions. So you can recoup a lot of profit here. It depends on one thing: good top of funnel traffic coming into the brand, a lot of virality on the organic side. Build the creator base and the script engine first, then Lives.

THE MONTHLY EVENTS: AVOID THEM

I would personally avoid the consistent monthly events TikTok Shop offers. They take two weeks out of your month. They want you to drop your ROAS targets lower and lower every time, and then drop your prices as well. So you lose profit, and the benefit is not always there. **At one point I stopped entering, and saw no difference in sales for a few months.** Really worth looking into, and avoiding.

The one exception: if you can use an event to create a lot of new creative volume, by promoting it hard to your creators. I would only do that for the S level or SS level campaigns. Anything less than that, I would not take part in.

	WHAT WE DO
Monthly events	Skip them. Two weeks of your month, lower targets, lower prices
S and SS level campaigns	Enter only if it drives a lot of new creative volume
New Arrivals	Enter prepared: 90 days of planning, 1,000 to 1,500 videos a week
Lives	After the creator base and the script engine. 80% never touches GMV Max

ALL FOUR PARTS ON ONE PAGE

PART	THE STEPS	THE NUMBER	DONE WHEN
01 Outreach	Pull the list from Euka, Reacher or your reps. Split it: higher ticket wants money, violation support and stability; lower ticket wants coaching and growth. Message from a 10K+ account, like a friend.	3,000 to 4,000 messages a month · 10K+ followers · 25 to 40% reply rate · 46 DMs a day · $200 for an account	100 in the Discord in the first week or two, in the target demographic, and $10,000 in retainers closed.
02 Onboard and coach	Pay for recent GMV in your category. 30 videos a month. Never above $3,500. Send samples, do the call, sign the entry form. Coach in tiers, five a day.	$10,000 budget · 15 on retainer · 30 active · 5 a day feedback · 1 group call a week · 30-minute monthly one-on-one	Silver, Gold and Platinum exist. Every creator signed the entry form. The coach has energy and knows the product.
03 Volume	30 is the floor, 60 when you sell them on it. Inspo with a breakdown, sent to the creators it fits by name. A tiered giveaway, $5,000 to $50,000. Never pay for extra videos.	30 → 60 · 5 × 1 × 2 = 10 · 10 to 20 virals a week · 7 posts a week · 5 giveaway tiers	Every viral goes out with a breakdown and lands in the right private chats. 7 a week is tracked.
04 Optimise	Buy accounts, marketing accounts, the Drive, the 1% method. Split GMV Max from organic before you pay. Winners onto Meta.	5 to 20 marketing accounts · 1% method · 10K views · 2 to 2.5% of ad spend · 1 month to $3,000 days · 3 months to $20,000 days	Churn, new, active and posting are counted every month. The machine keeps running.

THE SEATS IT TAKES

A marketplace lead. A coach, who is a creator. Outreach VAs. A GMV Max buyer. **Four moving parts, run every day. This is a full-time machine.**

THE BACKEND, IN ONE LINE

Launch a new product every three to four months. New SKUs at a 1 to 2 ROAS target, older SKUs raised. Boost the stuck GMV Max videos at $10 a day. Lives after the engine runs. Skip the monthly events.

> **You honestly just need 30 loyal people being consistent.**

Brisby

EVERYTHING YOU NEED IS IN THIS HOUR

BUILD IT YOURSELF, OR PLUG INTO ONE THAT ALREADY RUNS.

This kit is the creator side of the machine: outreach, onboarding, coaching, volume, unblocking. If you would rather plug into a team that can run this for you, my email is right here.

SHAH@BRISBYMEDIA.COM

SHAH AND RAMON · BRISBY MEDIA

Results vary. The figures in this workbook are the numbers we used when we scaled creator programmes on TikTok Shop. They are anchors, not a promise of what your creators will earn or produce. © Brisby Media