

PICK / TAG / READ

Starter Pack Lite

A polished 10-minute worksheet for one practical creator-commerce test: choose a product, shape the video, and read the first signal without overcomplicating the work.

Pick	Tag	Read
Choose one beginner-safe product angle.	Plan where the product card belongs.	Use mock metrics to choose one next test.

**BOUNDARY
NOTE**

Training-only material using fictional practice scenarios. Not affiliated with TikTok, TikTok Shop, or any marketplace platform. No sales, reach, approval, or income outcome is guaranteed.

One loop you can run before every post

Lite keeps the system deliberately small. It gives enough structure to act today while previewing the more complete Full Starter Pack.

Pick	Tag	Read
Choose one beginner-safe product angle.	Plan where the product card belongs.	Use mock metrics to choose one next test.

Step	What to decide
Pick	Favor obvious problems, visible demonstrations, and prices that do not require a long decision.
Tag	Plan the hook, proof, product-card timing, and close so the ask arrives after the viewer understands the value.
Read	Find the earliest weak part of the funnel, then change one variable before testing again.

**COACHING
NOTE**

Start with one product and one video idea. The point is to create a cleaner test, not a perfect plan.

STEP 1

Product-picking worksheet

Use this page to decide whether one product idea is worth a first mock shoppable video test.

Product idea	What product are you testing? _____
Audience	Who is this useful for? _____
Proof moment	What can viewers see quickly? _____
Risk note	What claim should stay careful? _____

Tick the true product signals

<input type="checkbox"/>	Can I show the product working in the first 3 seconds?
<input type="checkbox"/>	Is the audience fit obvious?
<input type="checkbox"/>	Is a sample easy to access?
<input type="checkbox"/>	Is the product low-risk for claims?
<input type="checkbox"/>	Is the content angle not too crowded?
<input type="checkbox"/>	Would I still test it if commission were lower?

Boxes ticked	Decision
4-5 strong signals	Pick it and plan the first tagged video.
2-3 signals	Fix the weakest part before filming.
0-1 signals	Skip it and choose a product with clearer proof.

STEP 2

Video structure checklist

Plan the product-card moment after the video has shown enough proof for the card to feel natural.

Segment	Your planning target
0-3s hook	Show the problem or finished result fast.
3-8s setup	Name the situation the viewer recognizes.
8-20s proof	Demonstrate one visible product job.
12-24s card moment	Place the product card after proof, not before it.
24-30s close	Use one soft next step that matches the proof.

Tagging checklist

<input type="checkbox"/>	Product card appears after proof.
<input type="checkbox"/>	Hook connects to the product problem.
<input type="checkbox"/>	Caption mentions the product naturally.
<input type="checkbox"/>	CTA is soft and clear.
<input type="checkbox"/>	Claim stays observable.

Hook	_____
Proof moment	_____
Product-card timing	_____
CTA	_____

STEP 3

Metrics and next-action quick reference

Read the mock numbers as a funnel. Views are attention; clicks and orders are stronger buying-intent signals.

Metric	Plain-English read
Views	People saw the video. This is attention, not intent.
Product impressions	The product card was shown.
Product clicks	People tapped toward the product.
CTR	Product clicks divided by product impressions.
CTOR	Orders divided by product clicks.
GMV	Mock sales value before commission.

If this happens, try this next

If this happens	Try this next
High views, low clicks	Fix product connection or CTA timing.
High clicks, low orders	Review product fit, price, trust, or proof.
Low views, strong clicks/orders	Remake the angle with a stronger hook.

Plan the next practice post

Keep the test small. One product, one proof moment, one metric to watch, and one next action.

Product to test	_____
Hook	_____
Proof moment	_____
Product-card timing	_____
CTA	_____
Metric to watch	_____
Next action	_____

**COACHING
NOTE**

Decision rule: if the signal is unclear, change only one thing in the next mock test so you can see what helped.

NEXT STEP

The Full Starter Pack adds product scoring, comparison worksheets, proof-angle options, claim-safety rewrites, a metrics diagnosis worksheet, and a 7-day testing loop.

DISCLAIMER

Independent training tool

Use this worksheet for educational practice only. It is a planning aid for mock creator-commerce workflows, not a guarantee of sales, reach, approval, or platform outcomes.

<input type="checkbox"/>	ShoppableLab is independent and educational.
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<input type="checkbox"/>	All metrics, product examples, and recommendations are mock practice material.
<input type="checkbox"/>	Keep claims practical, observable, and easy to support.