

TikTok Organic Growth — Workbook

This workbook turns the course into a running system you can repeat every week. You will lock a niche, build an idea bank, write and test hooks, borrow reach with Duet and Stitch, read your own analytics, and set up TikTok Shop affiliate. Fill in the worksheets and templates as you run a real 30-day sprint, so you finish with both the skill and a growing, monetised account.

Niche Selection and Account Foundations

Choose a niche with demand and a path to money, then build a profile that converts viewers into followers in two seconds.

Exercise: Score Three Niches Before You Commit

Pick three candidate niches and research each one in the TikTok app: read search autocomplete, check the top creators' recent view counts, look at hashtag freshness, and confirm someone is monetising it. Write down what you find, then commit to one.

- For each niche, what three real questions did the search autocomplete reveal that you could turn into videos?

- Are the top creators still pulling strong views on recent posts, or just one old spike? Who is making money and how?

- What angle, audience, or format gap can you own that the current accounts miss?

- Which one niche will you commit to for the next 30 days, and what is the single biggest reason?

Worksheet: Niche Statement and Idea Bank Starter

Write your one-line niche statement, then list at least 20 video ideas. If you cannot reach 20 in 15 minutes, the niche may be too narrow or not yours. Keep adding to this bank all month.

Niche statement: I make videos about ___ for ___ so they can ___

Idea 1

Idea 2

Idea 3

Idea 4

Idea 5

(continue to at least 20 ideas)

Source of best ideas so far (comments / search / competitor gaps)

Checklist: Account and Profile Readiness

- Switched to a free Business or Creator account to unlock Analytics
- Searchable keyword placed in the name (display name) field, not just the @handle
- Clear headshot or clean logo set as the profile photo, readable at thumbnail size
- Bio states who you help and what they get in 80 characters, with a soft call to action
- Link in bio added (or website link enabled via Business account)
- Three best or most representative videos pinned to the top of the profile
- Niche statement written and saved where you will see it before every post

Hooks and the Content Lifecycle

Win the first three seconds and build a five-stage pipeline so you can post consistently without burning out.

Exercise: Write and Test Five Hooks

Take one video idea from your bank. Write five hook variations using different formulas (specific promise, contrarian, open loop, call out the person, show the result first). Pick the strongest, then film the same content with your top two and post whichever tests better.

- Which hook formula produced your strongest opening line for this idea, and why?

- Does your spoken hook land inside the first three seconds, with on-screen text in the first frame?

- After posting, which of the two hooks held more viewers past the opening seconds (check the retention graph)?

- What will you reuse from the winning hook on your next three videos?

Worksheet: Content Lifecycle Plan

Plan one batch of videos through the five stages: capture, script the hook, film, edit and caption, post and log. Fill this in before a batch-filming session so the work is set up in advance.

Batch date

Number of videos in this batch

Idea + chosen hook for each video

Sounds saved to use (trending or original)

On-screen text plan for the hook of each video

Caption keywords your audience would search

Filming session date

Editing session date

Buffer: how many videos ahead are you after this batch?

Checklist: Per-Video Quality Pass Before Posting

- Hook lands in the first three seconds, both spoken and on-screen
- First frame is visually interesting, not a static face in a plain room
- Dead air and slow intro trimmed; pace stays tight throughout
- On-screen text is large, high-contrast, and clear of the right-side buttons and bottom caption
- Trending or original sound fits the content rather than being forced on
- Two to five relevant, specific hashtags used, including searchable keywords in the caption
- Video and its hook logged in the performance tracker after posting

Borrowing Reach: Duet, Stitch, Trends, and Community

Tap other audiences and live momentum through collaboration formats, smart trend-jacking, and an engagement loop.

Exercise: Stitch a Question and Answer It Better

Find a rising video in your niche that asks a question or gives a popular but incomplete take, with Stitch enabled. Clip the few seconds that set up your take, then deliver the fuller, more useful answer in your portion.

- What question or incomplete take did you Stitch, and why was your answer better?

- Did your portion earn watch time on its own, or did it lean too much on the original?

- Did the Stitch bring new viewers or follows from the original video's audience?

- What recurring question in your niche could become a repeatable Stitch series?

Worksheet: Trend-Jack Adaptation Planner

Identify a trend you have seen three or more times on your For You feed, confirm it is still rising, then plan how to bend it to your niche so the reach boost lands on relevant content.

Trend (sound / format / concept)

Evidence it is still rising (rising arrow, video count, surge in Discover/Creative Center)

How it applies to my niche and audience

My hook and core value inside the trend wrapper

Date I will post by (within 1-2 days of noticing)

Original niche video I will post alongside it to keep my identity

Checklist: Engagement Loop in the First Hour

- Caption or video asks a clear question that gives a reason to comment
- Replied to comments quickly in the first hour after posting
- Turned at least one good comment into a reply-as-video
- Pinned a comment that adds value or teases the next post

- [] Left thoughtful comments on other niche accounts' videos to borrow their audience
- [] Used a recurring format, phrase, or series so followers have something to return for

Analytics, TikTok Shop Affiliate, and the 30-Day Sprint

Read the data that predicts reach, monetise with affiliate, and run a structured month that ends in a data-backed plan.

Exercise: Read One Video's Retention Graph

Open Analytics for one of your videos and study its retention graph, average watch time, completion rate, and traffic source. Diagnose where it lost viewers and decide one concrete change for next time.

- Where did the biggest drop-off happen: the first seconds (hook) or the middle (content dragged)?

- How did average watch time and completion rate compare to your other videos?

- What was the main traffic source (For You, search, profile), and what does that tell you about the video?

- What is the one change you will make on your next video based on this graph?

Worksheet: Weekly Winners-and-Cuts Review

Each week, rank your videos by watch time and follower conversion. Record your two or three best and what they share, and your weakest and what to fix or stop.

Week number

Best video 1 (topic / hook / format / length)

Best video 2 (topic / hook / format / length)

What the best videos have in common

Weakest video and where its retention graph lost viewers

What I will make more of next week

What I will stop or rework next week

Worksheet: TikTok Shop Affiliate Setup and Demo Plan

Confirm eligibility, join the affiliate programme, and pick products that genuinely fit your niche. Plan honest demo content for each before you post it.

Region eligibility met? (follower minimum / account standing) (Y/N)

Product 1 name and commission rate

Why it fits my niche audience

Demo format planned (honest review / problem-solution / unboxing-verdict / listicle)

Product 2 name and commission rate

Disclosure added where required? (Y/N)

Value-first angle: what I teach or show before the product appears

Checklist: 30-Day Sprint Tracker

- Week 1: niche and profile locked, 20-plus idea bank built, batch-filmed, posting 1-3 times daily
- Week 2: read Analytics, identified best videos, started making more like them
- Week 3: added Duet, Stitch, and 1-2 adapted trends; worked comments to build the engagement loop
- Week 4: set up affiliate (if eligible) and tested 1-2 honest product demos
- Posting frequency held steady through all four weeks
- Honest weekly data review completed each week
- Next 30-day plan written from what worked, naming three things to repeat and two to stop

Your Action Plan

1. Research three candidate niches in the app and commit to the one with live demand, a buyer, and an angle you can own.
2. Switch to a Business or Creator account, then set the name field keyword, bio, profile photo, and three pinned videos.
3. Write your one-line niche statement and build an idea bank of at least 20 video ideas before filming.
4. For each video, write five hook variations and pick the strongest, keeping the spoken and on-screen hook inside three seconds.
5. Batch-film several videos in one session, then edit with tight pacing, on-screen text, and searchable captions.
6. Post one to three times a day and log every video and its hook in the performance tracker.
7. Use Duet and Stitch on rising niche videos, and adapt one or two live trends to your niche each week.
8. Work your comments in the first hour: reply fast, ask a question, and turn good comments into reply-as-videos.
9. Read Analytics weekly, double down on the videos with the best watch time and follower conversion, and cut what the retention graphs flag.
10. Set up TikTok Shop affiliate if eligible, demo only products you believe in, and review the full month to write your next 30-day plan.

