



THE SPRINGBRAND FIELD GUIDE

The TikTok Shop US Operator's Masterclass

Build, launch, and operate a profitable shop as a small US merchant

JULY 2026 EDITION

US policy verification: July 16, 2026 | Published by SpringBrand

One operator. One control room. SpringBrand AI, strong-value sourcing, specialist services, platform-first compliance, and a 90-day execution system.

Educational material only. Recheck current Seller Center and official US policy before action. This guide does not replace legal, tax, medical, product-safety, or accounting advice.

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The editable package also includes a Product Validation Scorecard CSV and the TikTok Shop Profit and Growth Decision Workbook.

2026 Update Notes and Outdated Advice Corrections

Current pages verified for this edition

Area	Current official page	Update shown during verification	Operator impact
Business type	US business-type guide	June 26, 2026	Choose accurately; the guide says the type cannot be changed after registration
Individual/sole-proprietor documents	Document guide	June 17, 2026	Match identity, address, business, tax, and file requirements
Product listing policy	Product Listing Policy	June 15, 2026	Actual-product images, complete fields, accurate claims, valid variations
Listing quality	PDP and Listing Quality Guidelines	July 8, 2026	Target Good tier with complete category information and five or more high-resolution images
Affiliate	Setting Up Affiliate Collaborations	May 13, 2026	Open and Target Collaboration, commission priority, samples, creator workflow
Video and LIVE quality	High-Quality Videos and LIVEs	June 22, 2026	Dynamic, human, interactive, product-centered content; stricter treatment of static formats
Fulfillment	Fulfillment Policy	July 1, 2026	Regular-order dispatch/delivery SLAs, real carrier scan, tracking and performance controls
After-sales	Cancellation, Return, and Refund Policy	July 8, 2026	Live action timers, 30-day eligible returns, 90-day eligible protection claims, automated approval paths
Product GMV Max	About Product GMV Max	July 2026	Total-channel optimization and broad attribution require independent profit analysis
GMV Max transition	Migration guide	March 2026	GMV Max is the current default/supported TikTok Shop Ads path for new Shop Ads campaigns
Platform features	June 2026 Product	June 17, 2026	Seller Assistant 2.0, campaign,

Area	Current official page	Update shown during verification	Operator impact
	Innovation		price, stock, email, dashboard, returns, and shipping features may vary by shop

Advice to retire

“Choose whichever business type approves fastest.”

Retire it. Select the truthful structure. The current guide states that the type cannot be changed after registration.

“A tracking number means the order is shipped.”

Retire it. The current fulfillment policy requires real carrier scan progress for In Transit treatment.

“Static slides and product-page screenshots are an easy content shortcut.”

Retire it. Current video/LIVE quality requirements emphasize dynamic product presentation and restrict still-frame formats and product-page screenshots in LIVE.

“All you need is three photos.”

Retire it. Current listing-quality guidance uses five or more high-resolution images as part of Good-tier criteria, while the Listing Policy allows up to nine and defines main-image rules.

“Put every keyword and variation in the title.”

Retire it. Use a concise, accurate title; complete category and attribute fields; keep size/color variations in the proper variation structure.

“Make a second listing to get more exposure.”

Retire it. The Product Listing Policy prohibits duplicate listings for the same product and requires valid variations on one page.

“Followers are the best creator metric.”

Retire it. Score audience fit, recent consistency, commerce behavior, content format, disclosure, and operational reliability.

“Send free samples to everyone who asks.”

Retire it. Samples have product, shipping, handling, and lost-opportunity costs. Use a fit and economics gate.

“Dashboard GMV is profit.”

Retire it. Reconcile delivered revenue through fees, commission, promotions, fulfillment, refunds, ads, and settlement cash.

“GMV Max revenue equals incremental ad revenue.”

Retire it. Product GMV Max reporting can attribute organic and affiliate orders from promoted products. Use independent comparisons and contribution analysis.

“A high refund is a customer-service problem.”

Retire it. Diagnose product, claim, listing, variation, quality, packaging, carrier, and instruction causes before rewriting messages.

“Final sale can be typed into any description.”

Retire it. Current after-sales policy limits final-sale eligibility. Use only platform-supported eligibility and settings.

Volatile facts to recheck before action

- fees and taxes on fees;
- category restrictions and qualifications;
- product and content claim rules;
- feature availability;
- shipping programs and SLAs;
- return/refund automation and review timers;
- creator commission and sample settings;
- promotion eligibility and funding;
- GMV Max interface, attribution, and optimization modes;
- settlement timing, reserves, and holds.

Start Here: The Solo-Operator Tool Stack

Use tools to remove bottlenecks, not to collect subscriptions

A solo merchant does not need every popular app. The useful stack is the smallest set that moves work through five jobs: decide, source, publish, sell, and learn.

The rule is simple: start with the free and first-party layer; add one specialist tool only when a recurring decision is too slow or too uncertain.

The recommended stack

Tool	Primary job	Use it for	Do not use it for
SpringBrand AI	Operating copilot	Product briefs, supplier questions, listing drafts, content angles, creator briefs, SOPs, weekly analysis	Final legal approval, unsupported claims, or automatic acceptance of supplier statements
SpringBrand marketplace	Sourcing and specialist capacity	Finding strong-value products and productized help for creative, operations, research, or setup	Skipping sample inspection, margin math, documentation, or seller accountability
TikTok Shop Seller Center	System of record	Account, products, orders, fulfillment, Affiliate Center, promotions, analytics, finance, account health	Replacing your own contribution-profit and settlement reconciliation
TikTok Shop Academy	Current rules and training	Policy checks, feature instructions, update monitoring, official courses	Assuming an old screenshot or video still matches the current interface
Seller Assistant 2.0	In-product navigation	Fast policy and workflow questions inside Seller Center	Treating an AI summary as permission to list a risky product
TikTok Creative Center / TikTok One Creative Suite	Creative research	Top Ads, trends, creator examples, hook and format study	Copying a competitor's claims, footage, identity, or concept scene-for-scene
Product Optimizer	Listing QA	Finding missing product-detail-page fields and quality gaps	Using generic AI text without checking the physical product
Pippit or CapCut	Creative production	Editing, captions, product video variations, marketing video workflows	Static slide videos, synthetic product demonstrations, or noncompliant claims
FastMoss or Shoplus	External market intelligence	Product, shop, creator, video, and trend research when first-	Treating estimated third-party revenue as audited sales or

Tool	Primary job	Use it for	Do not use it for
		party data is not enough	subscribing to both by default
SpringBrand decision workbook	Economics and operating control	SKU profit, commission ceilings, sample economics, GMV Max guardrails, KPI review	Replacing Seller Center settlement records or professional accounting

TikTok's June 2026 product update introduced Seller Assistant 2.0 and additional campaign, inventory, and logistics controls. Feature access can vary by seller, so confirm availability in your own Seller Center.

[Official June 2026 Product Innovation update](#)

What “top tool” means in this guide

No tool is top-ranked at every job. We rank tools by the decision they improve:

- **Best source of current platform truth:** TikTok Shop Academy and Seller Center.
- **Best solo-operator coordination layer:** SpringBrand AI plus the SpringBrand marketplace.
- **Best free creative research layer:** TikTok Creative Center / TikTok One Creative Suite.
- **Best in-platform listing improvement layer:** Product Optimizer.
- **Best paid external analytics candidates:** FastMoss or Shoplus; test one against a defined question before committing.
- **Best financial control:** a merchant-owned workbook tied to settlements and actual costs.

FastMoss publicly presents product, creator, shop, video, LIVE, and ad analysis, plus AI review and script tools. Its US pricing page showed paid monthly tiers starting at \$44 when verified on July 16, 2026.

[FastMoss](#) and [current pricing](#)

Shoplus publicly presents product, influencer, video, and shop analysis. Its pricing page showed monthly plans starting at \$39 when verified on July 16, 2026. [Shoplus](#) and [current pricing](#)

Pricing and limits change. The correct purchase test is not “which dashboard has more charts?” It is “which tool helps me make one repeated decision better than Seller Center, Creative Center, and my own data?”

The SpringBrand solo-operator workflow

1. Brief the business once

Create a living SpringBrand brief with:

- customer and problem;
- product, variations, and approved claims;
- price, cost stack, and margin floor;

- current stock and lead time;
- content tone and visual boundaries;
- target creator profile;
- operational constraints;
- current metrics and the next decision.

Do not ask AI to “make this viral.” Ask it to produce a decision-ready artifact.

2. Turn every idea into a structured output

Examples:

- product idea -> validation scorecard;
- supplier page -> documentation request list;
- sample inspection -> pass/fail report;
- product brief -> listing worksheet;
- customer objection -> three video scripts;
- creator profile -> outreach message and custom angle;
- weekly export -> diagnosis and next experiment;
- policy notice -> SOP change and owner checklist.

3. Keep human approval at the risk points

Human approval is required before:

- selecting a category or declaring a product permitted;
- accepting a compliance document;
- making health, safety, performance, origin, or comparison claims;
- publishing product facts, quantities, dimensions, or warranties;
- setting discounts, commission, or ad budgets;
- rejecting an after-sales request;
- submitting an appeal.

4. Buy back time selectively

Use the SpringBrand marketplace when the job is specialized, repeatable, and clearly scoped. Examples include a creator-ready UGC script pack, a product-photo shot plan, listing QA, bookkeeping cleanup, or an appeal evidence review. A good service brief names inputs, deliverables, due date, revision limit, usage rights, and acceptance criteria.

The first 72 hours

Day 1: Create the control room

- Open a SpringBrand project for the shop.
- Save the business brief and product-evidence checklist.
- Create folders for account, supplier, SKU, listing, creator, content, order, finance, and appeal records.
- Open Seller Center and Academy bookmarks.
- Copy the SpringBrand decision workbook and enter the default fee and cost assumptions.

Day 2: Select one learning product

- Use SpringBrand to shortlist products that can be sourced at a strong value.
- Score them for compliance, content, margin, fulfillment, and creator fit.
- Reject any product that cannot pass the documentation or margin gate.
- Order samples before promising inventory.

Day 3: Build the launch queue

- Draft the listing but do not publish unverified facts.
- Prepare 12 distinct content angles.
- Build a 30-creator prospect list.
- Set the fulfillment and customer-service SOP.
- Define a 14-day experiment and a stop condition.

Tool-purchase decision rule

Add a paid tool only when all five statements are true:

1. The decision occurs at least weekly.
2. Current first-party tools do not answer it.
3. The tool's data is relevant to the US market and your category.
4. You know the action you will take when the answer changes.
5. One month of likely time saved or profit protected is greater than one month of cost.

Cancel it when no decision has changed because of it for four consecutive weeks.

Research without copying

Use top ads, products, creators, and videos to extract patterns:

- opening visual;
- first spoken line;

- problem clarity;
- demonstration method;
- proof type;
- objection handled;
- offer framing;
- CTA placement;
- editing rhythm;
- disclosure and claim boundaries.

Do not copy proprietary footage, scripts, reviews, identities, trademarks, or unsupported claims. The goal is to learn the grammar of effective content, then produce original evidence for your own product.

Account Setup, US Compliance, and Risk Control

The correct order of operations

Register only after the business identity, bank, tax, warehouse, returns, product, and evidence records agree. Small mismatches create preventable review delays and weak appeals.

As of the June 26, 2026 US registration guide, applicants must be at least 18, reside in the United States, and use an accepted valid ID. The four registration choices are Individual, Sole Proprietorship, Corporation, and Partnership. The selected business type cannot be changed after registration. [Official US business-type guide](#)

The June 17, 2026 document guide states that identity files must be valid, complete, clear, under 10 MB, and in an accepted format. It lists accepted identity documents and explains when proof of address, IRS-issued business proof, or a W-9 may be requested. [Official individual and sole-proprietorship document guide](#)

Step 1: Choose the business type deliberately

Individual

Use when the person is selling under their own legal identity. Keep the legal name, residential address, tax information, bank holder, and ID consistent.

Sole Proprietorship

Use for a one-owner unincorporated business. Prepare evidence that connects the owner, business name, address, EIN if used, bank, and tax records.

Corporation or Partnership

Use when the legal entity and ownership structure require it. Prepare formation records, EIN evidence, business address, authorized representative information, and any requested ownership or control evidence. Start with the current [corporation and partnership document guide](#) and [registration guide](#).

Compliance checkpoint: Do not choose a business type because a video calls it “easier.” Choose the type that truthfully matches the business. The platform states that it cannot be changed after registration.

Step 2: Build the account evidence folder

Store clear originals or official copies in a secure location:

- accepted government ID;
- current address evidence if requested;

- IRS-issued business proof if requested;
- W-9 and tax records;
- formation or partnership documents when applicable;
- bank ownership evidence;
- warehouse and return-address evidence;
- phone and email ownership;
- domain and brand ownership records;
- supplier invoices and payment evidence;
- product compliance documents;
- authorization to sell branded goods;
- screenshots of submitted fields and confirmation messages.

Name files with the date and exact purpose, for example:

```
2026-07-18_account_legal-name_bank-proof.pdf
2026-07-18_SKU-001_supplier-invoice.pdf
2026-07-19_SKU-001_product-test-report.pdf
```

Step 3: Create operational identities

- Use an email and phone number controlled by the business.
- Turn on all available security controls and limit user permissions.
- Record who can access Seller Center, the official TikTok account, the ad account, bank data, and integrations.
- Link the official account only after confirming ownership and content responsibility.
- Use separate roles for staff or agencies instead of sharing a master password.
- Maintain a change log for account, warehouse, bank, tax, and integration updates.

Step 4: Configure the operational core

Before listing, configure and test:

- pickup/warehouse address;
- return address;
- shipping method and templates;
- package-weight and dimension workflow;
- bank and settlement information;
- tax information;
- customer-message notifications;
- cancellation, return, refund, and replacement settings;
- inventory synchronization;
- official and marketing account permissions;
- primary ad account if GMV Max will be used.

The US product-compliance map

TikTok Shop permission is not the same as legal product compliance. The seller remains responsible for applicable federal, state, and local requirements.

Consumer products

Use the US Consumer Product Safety Commission's [Online Sellers' Safety Guide](#), [common e-commerce safety violations](#), and [Business Education library](#) to identify testing, certification, labeling, tracking, recall, and reporting duties.

Health products and dietary supplements

Do not treat supplier marketing copy as substantiation. Review TikTok's [responsible health-content requirements](#), the FTC's [Health Products Compliance Guidance](#), and FDA guidance on [food and dietary-supplement label claims](#).

Cosmetics and personal care

Verify ingredient, safety, facility, adverse-event, labeling, and claim requirements relevant to the product. Start with FDA's [small-business cosmetics fact sheet](#), [cosmetics labeling claims](#), and [MoCRA overview](#).

Advertising, creators, and reviews

Material relationships, free products, commissions, and paid endorsements require clear disclosure. Use the FTC's [Endorsements, Influencers, and Reviews](#) hub and [Disclosures 101](#).

Origin claims

Origin language must be truthful and supported. Review the FTC's [Made in USA guidance](#) before making an unqualified claim.

Trademarks and branded goods

Search and document ownership before naming the shop or launching a private label. Use [USPTO Trademark Basics](#), TikTok's [Intellectual Property Policy](#), and [brand-authorization requirements](#).

The product permission gate

For every SKU, complete this sequence before sourcing volume:

1. Search the current Prohibited Products Policy.
2. Search the current Restricted Products Policy and category rules.
3. Confirm the correct category and qualification requirements.
4. Identify federal, state, and local compliance duties.

5. Collect product-specific evidence from the actual supplier and lot.
6. Inspect the sample, packaging, warnings, and included items.
7. Approve only claims supported by the product and documentation.
8. Save the decision, reviewer, source links, and date.

Use the current [Prohibited Products Policy](#), [Restricted Products Policy](#), and [Product Listing Policy](#). If the product category or claim remains unclear, do not list it while “waiting to see whether it passes.”

Supplier evidence is product evidence

Ask for documents that identify the actual product, model, material, manufacturer, test standard, laboratory, date, and lot or production scope. A generic certificate with no traceable product match is not enough.

Depending on the category, the evidence request may include:

- commercial invoice and purchase record;
- manufacturer identity and contact information;
- brand authorization and distribution rights;
- bill of materials or ingredient list;
- test report and certificate tied to the model;
- Children's Product Certificate or General Certificate of Conformity when applicable;
- Safety Data Sheet or dangerous-goods information when applicable;
- label, warning, and packaging artwork;
- expiration, lot, and shelf-life data;
- product-liability insurance evidence;
- recall and incident history;
- quality-control and inspection records.

SpringBrand compliance workflow

Use SpringBrand to make evidence collection faster without lowering the standard:

1. Paste the exact product brief into SpringBrand AI.
2. Ask for a category-specific document request, with every item marked “required,” “verify applicability,” or “optional.”
3. Send the request to the SpringBrand supplier or service provider.
4. Match every returned document to the exact SKU and manufacturer.
5. Record gaps and prohibit launch until critical gaps close.
6. Have SpringBrand AI turn approved facts into a controlled claims sheet.
7. Allow listing and script generation to use only the approved claims sheet.

Account-health prevention

- Read policy updates weekly and before every new category launch.
- Treat notices as operational data, not inbox clutter.
- Do not create duplicate listings or repurpose an old listing for a different product.
- Do not manipulate traffic, reviews, orders, or creator activity.
- Do not redirect platform-originated transactions off-platform.
- Keep stock, price, package data, and lead times accurate.
- Save content, listing, order, and customer-service evidence before a problem occurs.

The [INFORM Consumers Act seller requirements](#), [Account Health Rating requirements](#), and Seller Center notices should be part of the monthly compliance review.

Registration acceptance checklist

- ☐ Business type truthfully matches the legal structure.
- ☐ Legal name, address, tax, bank, and ID records agree.
- ☐ Uploaded documents are current, complete, legible, and uncropped.
- ☐ Warehouse and return addresses are operational.
- ☐ Security and access roles are configured.
- ☐ At least one SKU evidence folder is complete.
- ☐ Prohibited/restricted/category checks are dated and saved.
- ☐ Customer service, returns, and fulfillment owners are named.
- ☐ No listing is published with unverified product facts or claims.

Product Selection, Sourcing, and Unit Economics

Select a learning engine, not a lottery ticket

The first product should teach you quickly without exposing the business to a catastrophic compliance, cash, or fulfillment problem. “Trending” is a research signal, not a purchase order.

A good TikTok Shop test product has five qualities:

- the problem or desire is understood in seconds;
- the result can be shown honestly and visually;
- the product survives the complete cost stack;
- documentation, labeling, and category requirements are manageable;
- the product can be fulfilled reliably at the expected order velocity.

The seven-part product score

Score every candidate from 1 to 5. Multiply by the weight in the template.

Dimension	Weight	A strong score means
Demonstration power	20%	The product produces visible action, contrast, transformation, or explanation without misleading claims
Problem and audience clarity	15%	A specific person immediately recognizes the use case
Contribution economics	20%	The product supports fees, commission, promotion, service, returns, and paid media with room for profit
Compliance confidence	15%	Category, evidence, labeling, and claims can be verified before launch
Fulfillment resilience	15%	Stock, packaging, scans, delivery, returns, and replacements are reliable
Creator fit	10%	Multiple creator types can demonstrate the product naturally
Repeat and portfolio value	5%	Repeat purchase, variations, accessories, or adjacent products can deepen the customer relationship

Interpretation:

- 80–100:** eligible for sample and full evidence review;

- 65-79:** test only after fixing the weakest high-weight dimension;
- below 65:** reject or redesign;
- automatic reject:** prohibited, unresolved restricted status, missing critical evidence, negative unit economics, counterfeit risk, unsafe sample, or unworkable fulfillment.

Use [TikTok Creative Center](#) and [Top Ads](#) to discover demand and creative patterns. Use Seller Center data to validate your own opportunity. External platforms such as [FastMoss](#) or [Shoplus](#) can add estimated product, creator, shop, and video signals, but their estimates are not audited financial records.

Research the problem before the product

Create a one-page opportunity brief:

- Customer:** one specific buyer group.
- Moment:** the situation that triggers interest.
- Problem:** the friction, fear, cost, or desire.
- Existing alternatives:** what the customer uses today.
- Demonstration:** what can be shown on camera.
- Objections:** the top five reasons not to buy.
- Evidence:** what proof would reduce each objection.
- Offer:** product, quantity, price, delivery, and risk reversal.
- Constraints:** prohibited claims, category requirements, fragile steps, or seasonality.

Ask SpringBrand AI to produce a “disconfirmation brief”: five reasons the product may fail, the evidence needed to prove or disprove each reason, and the cheapest test.

Demand research that does not chase yesterday

Look for repeatable patterns

Study:

- recurring problems across many creators;
- several products solving the same job in different ways;
- multiple recent videos, not one outlier;
- creator diversity, not one celebrity;
- comment questions that reveal purchase friction;
- sales continuity across several weeks where data is available;
- product-page and review weaknesses that your offer can improve.

Reject false signals

Do not treat these as proof:

- one viral video;
- high views without product clicks or orders;
- estimated revenue from a single third-party dashboard;
- deep discounting that destroys margin;
- copied creator claims;
- reviews belonging to a different version or seller;
- a product whose demand depends on misrepresentation.

Sourcing through SpringBrand

SpringBrand's sourcing advantage is not merely a low purchase price. The valuable outcome is a product that arrives with the information and reliability needed to sell it.

Create a sourcing request with:

- exact customer and use case;
- target retail price and minimum contribution margin;
- expected first test quantity;
- required variants;
- package size and weight targets;
- target warehouse arrival date;
- required product and compliance documents;
- labeling, barcode, lot, expiration, or warning requirements;
- defect, replacement, and shortage terms;
- sample quantity and inspection plan;
- ownership or authorization requirements for brand assets;
- reorder lead time and capacity.

Ask at least these supplier questions:

1. Who is the legal manufacturer and where can the product be traced?
2. Which exact model or lot do the documents cover?
3. What has changed since the document or test date?
4. What are the material or ingredient specifications?
5. What is the actual packed weight and size of each SKU?
6. What are the observed defect and return causes?
7. What inspection occurs before shipment?
8. What happens when the shipment is short, late, damaged, mislabeled, or nonconforming?
9. What is the reorder lead time at 100, 500, and 2,000 units?
10. Who owns the photos, video, trademarks, packaging, and product design?

The sample is a test unit, not a photo prop

Inspect the same way a customer would:

- unboxing and packaging integrity;
- quantity and included items;
- dimensions, weight, material, color, scent, texture, or fit;
- instructions, labels, warnings, and readability;
- function under normal use;
- edge cases and foreseeable misuse;
- durability after repeated use;
- leakage, breakage, heat, battery, magnet, sharp-edge, or choking risks where relevant;
- cleaning, storage, shelf life, and disposal;
- barcode, lot, model, and traceability;
- photo and video accuracy under normal lighting;
- return condition and resale feasibility.

Record the inspection with dated photos and video. Compare the result to the listing draft and supplier specification. A listing must describe the sample customers will actually receive—not the supplier's best-case rendering.

Unit economics: calculate before you negotiate content

Order revenue

```
Net customer revenue
= item revenue
- seller-funded discounts
- seller-funded shipping subsidy
- seller-funded refunds and adjustments
```

Variable cost

```
Variable cost per delivered order
= product cost
+ inbound freight and receiving
+ packaging and labeling
+ outbound fulfillment and shipping
+ platform referral fee
+ tax on platform fees where applicable
+ creator commission
+ estimated return/refund cost
+ payment, app, or service costs tied to the order
```

Contribution before ads

```
Pre-ad contribution = net customer revenue - variable cost
Pre-ad contribution margin = pre-ad contribution / net customer revenue
```

Maximum allowable ad spend

```
Maximum ad spend per order
= pre-ad contribution
- target profit per order
```

Break-even ROAS or ROI planning floor

```
Break-even revenue-to-ad-spend ratio
= 1 / pre-ad contribution margin
```

If the pre-ad contribution margin is 25%, the mathematical break-even ratio is 4.0 before adding a safety buffer. GMV Max uses total-channel attribution, so its reported ROI is not automatically incremental ROAS. Use the workbook and holdout-style comparisons where feasible.

Set a creator commission ceiling

```
Maximum creator commission dollars
= net customer revenue
- all non-creator variable costs
- target profit
- planned ad spend per order

Maximum creator commission rate
= maximum creator commission dollars / commissionable revenue
```

The platform allows a broad commission range for Affiliate collaborations, but the business should use an economics-based ceiling. TikTok's current Affiliate guide explains Open and Target Collaboration and shows platform commission settings from 1% to 80%. [Official Affiliate setup guide](#)

Add return and sample reserves

Do not set the return reserve to zero because the product is new.

Start with a conservative assumption derived from:

- category and size/fit risk;
- fragility and shipping risk;
- review complaints on comparable products;
- customer misunderstanding risk;
- warranty and replacement policy;
- historical rate once enough delivered orders exist.

For creator samples, calculate:

```
Fully loaded sample cost
= product cost
+ packaging
+ outbound shipping
+ handling time
+ expected loss or non-post rate
```

Track cost per approved asset and contribution profit from creator-attributed orders. Do not evaluate a sample program only by the number of packages mailed.

Price the offer, not just the object

Build three numbers:

- **Floor price:** protects the target contribution after expected discounts.
- **Everyday price:** credible value without permanent promotion theater.
- **Campaign price:** still profitable after stackable seller-funded costs.

Before joining a campaign, model the final shopper price and every funding source. TikTok's June 2026 update describes a Price Watch tool intended to preview how coupons, promotions, and campaign discounts may interact. Availability can vary. [June 2026 Product Innovation](#)

Inventory and cash discipline

First purchase

Buy enough to run a meaningful test but not enough to require a viral outcome. The purchase quantity should be constrained by:

- verified daily fulfillment capacity;
- creator and content launch plan;
- lead time and reorder point;
- cash reserve for refunds and fees;
- shelf life or trend decay;
- the cost of a failed test.

Reorder point

Reorder point
= average daily delivered units x replenishment lead-time days
+ safety stock

Use delivered units, not raw orders, when return and cancellation rates are material. Update the lead-time assumption from actual receipts.

Product portfolio after proof

Scale in this order:

1. Fix the hero SKU's listing, content, fulfillment, and service.
2. Add legitimate variations on the same product detail page.
3. Add a platform-supported multipack or bundle only when it follows current listing rules.
4. Add one adjacent product that solves the next customer job.

5. Add new categories only after a fresh compliance and operations review.

TikTok's Product Listing Policy prohibits duplicate listings for the same product and requires valid variations to be grouped under one page. It also prohibits repurposing an existing listing for a different product. [Product Listing Policy](#)

Product approval checklist

- [] Customer, moment, problem, and demonstration are specific.
- [] At least three independent demand signals exist.
- [] Prohibited, restricted, and category checks are complete.
- [] Supplier and manufacturer are traceable.
- [] Required evidence matches the exact product.
- [] Sample passed functional, packaging, and claim review.
- [] Packed dimensions and weight were measured.
- [] Pre-ad contribution remains positive at campaign price.
- [] Creator commission ceiling is documented.
- [] Return and sample reserves are included.
- [] First purchase can fail without threatening the business.
- [] A reorder and stockout plan exists.

Listing Creation and Conversion

The product page has three jobs

The listing must be compliant enough to remain available, clear enough to be understood after a video click, and complete enough to prevent avoidable returns.

The July 8, 2026 US Product Detail Pages guide describes Poor, Fair, and Good quality tiers. Its Good-tier guidance includes a concise, non-clickbait title, at least five high-resolution product images, a valid structured description, and all relevant category-specific information. [Product Detail Pages and Listing Quality Guidelines](#)

Build from a verified fact sheet

Before writing, create one source-of-truth record:

- product and brand name;
- manufacturer and model;
- category and required attributes;
- approved claims and prohibited claims;
- material or complete ingredient list where relevant;
- quantity and what is included;
- product and package dimensions;
- package weight;
- colors, sizes, scents, flavors, or other variations;
- directions, care, storage, and warnings;
- warranty and service terms;
- shipping and return facts;
- evidence source for each regulated or measurable statement.

SpringBrand AI may draft only from this approved fact sheet. When a field is missing, it should output [\[VERIFY\]](#), not invent an answer.

Product title

TikTok's July 2026 listing-quality guide shows a Good-tier title range of at least 25 and no more than 255 characters, while the policy emphasizes accurate, concise, informative titles without clickbait, repetition, seller names, variant clutter, or subjective phrases such as “best seller.” [Listing quality guide](#) and [Product Listing Policy](#)

Use this order when it reads naturally:

Authorized brand + specific product type + defining feature + intended use + quantity

Example pattern:

Northfield Stainless Steel Travel Mug, Leak-Resistant Lid, 20 Fluid Ounces, 1 Count

Do:

- use the authorized brand;
- name the real product type;
- include objective differentiators;
- state multipack quantity clearly;
- use standard spelling and units.

Do not:

- add “viral,” “trending,” “must buy,” “low stock,” or “best seller”;
- repeat keywords;
- include a seller name or external link;
- use all caps or character substitutions;
- insert size/color variations that belong in variation fields;
- compare disparagingly with another brand;
- add claims that are absent from the approved fact sheet.

Category and attributes

Choose the most specific accurate category. Category selection affects required documents, attributes, discovery, commission, content expectations, and customer interpretation.

- Complete every applicable required field.
- Prefer the platform's standardized attribute over burying the fact in prose.
- Use accurate brand information or the correct unbranded path.
- Request qualification before publishing when the category requires it.
- Never misclassify a product to avoid a restriction.

Description structure

The Product Listing Policy recommends three to five bullet points and requires accurate, useful product information. The listing-quality guide uses description validity and category-specific completeness in its quality assessment.

Write in this order:

1. One-sentence fit statement

Who it is for, what it is, and the primary objective use.

2. Three to five feature-to-benefit bullets

Each bullet should connect a verifiable feature to a practical customer outcome.

LEAK-RESISTANT LID – Threaded closure helps reduce everyday spills when used as directed.
20-FLUID-OUNCE CAPACITY – Holds a standard commute-size beverage.
STAINLESS STEEL BODY – Durable construction for repeated daily use.

3. Specifications

- dimensions and unit;
- weight or volume;
- material or ingredients;
- quantity;
- compatibility or application scope;
- included items.

4. How to use and care

Give sequential instructions where assembly, sizing, activation, storage, charging, cleaning, or maintenance affects success.

5. Warnings and limitations

Include all legally and operationally required warnings. State important exclusions, compatibility limits, natural variation, or measurement tolerances truthfully.

6. What arrives

List every item the customer receives. Do not show accessories that are not included without unmistakable clarification.

Images: build a decision sequence

Current US Product Listing Policy allows up to nine square images, requires a main image, and states that images must be at least 600 by 600 pixels. It requires the main image to show the physical product from the front on a pure white background, without added logos, text, borders, watermarks, or graphics. It prohibits placeholders and digital renderings. The listing-quality guide says five or more high-resolution images are needed for the Good tier. [Product Listing Policy](#)

Recommended sequence:

1. Main product on a clean white background.
2. Alternate angle.
3. Back, side, underside, or closure detail.
4. Scale and dimensions.
5. Product in a real use context.

6. Material, texture, finish, or mechanism close-up.
7. How-to or assembly sequence when permitted and useful.
8. Variation comparison.
9. What is included and packaging.

Photograph the actual item. Avoid repeating the same angle, excessive staging, filters that distort color, and template-swapped images that reduce trust.

Listing video

The current Product Listing Policy permits up to one product-listing video and states a 5 MB maximum. Use it to answer the highest-friction product question:

- show scale in hand;
- demonstrate the mechanism;
- show texture, fit, sound, or movement;
- show setup and result;
- show included parts.

Keep it truthful, clear, and product-centered. The listing video is not a substitute for compliant shoppable content.

Variations and SKUs

TikTok treats each variation as a SKU. Valid variations of the same product should share one product detail page.

- Use one consistent variation logic.
- Name each option clearly.
- Assign accurate image, price, inventory, dimensions, and barcode data.
- Confirm that the selected image matches the shipped variation.
- Do not use variations to hide unrelated products.
- Do not duplicate the same product in separate listings to manufacture exposure.

Search and discovery

TikTok Shop discovery can begin in Search, Shop Tab, video, LIVE, affiliate content, or ads. A listing therefore needs both semantic clarity and post-click persuasion.

Create a search-intent map:

Intent	What to capture
Product	The exact object and authorized brand

Intent	What to capture
Problem	The practical job it helps with
Feature	Material, mechanism, capacity, compatibility, or format
Audience/use	The relevant use situation without prohibited targeting
Objection	Size, setup, ingredients, care, warranty, or included items

Use important objective language in the appropriate title, attribute, and description fields. Do not keyword-stuff or insert irrelevant brands.

Offer and trust

The page should make these facts obvious:

- what the customer receives;
- how much it costs after visible promotion;
- when it is expected to arrive;
- how it is used;
- what makes it different;
- what limitations matter;
- what happens if there is a problem.

Trust is damaged when content promises something the page does not confirm, the page shows something the package omits, or the variation image does not match the shipped item.

Publish QA

Policy

- ☐ Product and category are permitted.
- ☐ Brand authorization and IP rights are documented.
- ☐ Claims match the approved claims sheet.
- ☐ Required warnings and disclosures are present.
- ☐ No off-platform redirection appears.

Accuracy

- ☐ Title, attributes, description, images, video, and package match the sample.
- ☐ Quantity and included items are explicit.
- ☐ Dimensions, weight, materials, and ingredients are verified.
- ☐ Variation image, name, inventory, price, and barcode agree.

Quality

- [] Title is concise and non-clickbait.
- [] At least five differentiated high-resolution images are used when available.
- [] Main image meets current requirements.
- [] Description answers use, specification, care, and objection questions.
- [] Category-specific information is complete.

Operations

- [] Inventory is physically available or correctly configured under an eligible order type.
- [] Package data has been measured.
- [] Shipping and return addresses are active.
- [] Customer-service answers are ready.

SpringBrand listing workflow

1. Upload the approved fact sheet and sample-inspection notes.
2. Ask SpringBrand AI for three title options and one field-by-field listing draft.
3. Require [VERIFY] on any missing fact.
4. Ask for a claim-risk review and a customer-objection review.
5. Turn the approved draft into the Listing Build Worksheet.
6. Ask SpringBrand for an image shot list and product-video brief.
7. Use Product Optimizer after publication, then update only supported facts.
8. Save the final listing version and date for future disputes or appeals.

Diagnose before rewriting everything

- Low impressions: check eligibility, category, listing quality, inventory, policy status, content supply, and search relevance.
- Impressions but low product clicks: check content-product match, opening promise, offer, and audience.
- Product clicks but low orders: check price, page clarity, proof, delivery, trust, and variation friction.
- Orders but high returns: inspect product quality, expectation mismatch, size/fit, damage, instructions, and wrong-item errors.
- Good conversion but low profit: rebuild the fee, creator, promotion, shipping, return, and ad stack.

Change one major variable at a time and record the date.

Short Video, LIVE, and the Content Engine

Content is product discovery, demonstration, and objection handling

The best content system does not try to create one perfect ad. It creates a repeatable supply of truthful demonstrations that reveal which customer, problem, proof, and offer combination works.

TikTok's June 22, 2026 US requirements emphasize dynamic, face-visible, interactive product promotion. The policy calls for clear video and audio, real-time communication in LIVE, product demonstrations from multiple angles, and genuine product information. It restricts still-frame and low-interaction formats, including certain uses of static images, slideshows, screen recordings, and product-page screenshots. [Requirements for High-Quality Videos and LIVEs](#)

The content portfolio

Produce across six jobs:

Job	Customer question	Example format
Stop	"Why should I care?"	Pattern interrupt, specific problem, surprising demonstration
Explain	"What is it?"	Plain-language product and use case
Prove	"Does it work as described?"	Real demo, close-up, measured comparison, process evidence
Fit	"Is it for me?"	Scenario, size, compatibility, routine, audience context
Remove risk	"What could go wrong?"	Objection answer, care, limitation, what arrives, return expectation
Convert	"Why buy now?"	Clear offer, product link, legitimate promotion, stock truth

A healthy launch contains all six. Repeating only discount videos makes the brand dependent on price and teaches little about product-market fit.

The seven-beat shoppable video

Beat 1: Visual first frame

Show the problem, product action, texture, size, or outcome immediately. The first frame should make sense without audio.

Beat 2: Specific hook

Name a real situation:

If your travel mug leaks when it tips in the cup holder, look at this lid.

Avoid absolute promises, vague hype, fear, or claims that cannot be demonstrated.

Beat 3: Product and use case

Name the item and what it is designed to help with.

Beat 4: Demonstration

Show the mechanism, scale, setup, texture, fit, or use process with the actual product.

Beat 5: Proof and limitation

Use product facts, a controlled test, or authentic experience. State a relevant limitation when omission would mislead.

Beat 6: Offer

Show the correct quantity, variation, price context, and legitimate promotion.

Beat 7: CTA and disclosure

Tell the viewer where to tap and include all required commercial or affiliate disclosures clearly.

Build angles, not cosmetic edits

Changing the caption color is not a new hypothesis. A real angle changes one of these:

- customer;
- problem;
- use moment;
- product feature;
- demonstration;
- proof;
- objection;
- format;
- creator voice;
- offer.

For each hero SKU, prepare:

- 3 problem-led angles;
- 3 demonstration angles;

- 2 comparison or choice angles using objective, non-disparaging facts;
- 2 objection angles;
- 2 routine or scenario angles;
- 2 founder or sourcing-story angles;
- 2 customer-question angles.

This creates 16 genuinely different starting hypotheses before minor editing variants.

A 14-day content sprint

Choose a cadence the operator can sustain. One or two deliberate posts per day are more useful than an unsustainable burst followed by silence.

Days 1–3: Clarity

- three customer problems;
- two plain demonstrations;
- one “what arrives” video.

Days 4–7: Objections

- size, fit, or compatibility;
- setup or care;
- material or construction;
- common misuse;
- who should not choose the product.

Days 8–10: Proof formats

- timed or measured test;
- before/process/after without deceptive editing;
- real routine;
- side-by-side feature explanation;
- comment reply.

Days 11–14: Conversion

- strongest hook with clearer offer;
- creator variation;
- FAQ compilation;
- LIVE teaser;
- best demonstration with improved first frame.

Review after enough qualified views and clicks exist to support a decision. Do not declare a product dead because one video missed distribution.

Content compliance checklist

- Show the physical product accurately.
- Use dynamic real-world footage and clear product information.
- Show a real person and face when required by current guidance.
- Keep on-screen text readable and synchronized with speech.
- Use clear audio and appropriate music.
- Disclose commercial and affiliate relationships.
- Use only approved product claims.
- Avoid static-only, looping, or screen-recording formats that fail current quality requirements.
- Do not overlay product-detail-page screenshots in LIVE.
- Do not use pre-recorded or AI-generated speech as a substitute for required real-time LIVE interaction.
- Do not stage fake reviews, scarcity, demonstrations, or customer outcomes.

Also review the current [Content Policy](#), [Content Quality Guidelines](#), and the policy pages linked in Seller Center before publishing a new content format.

The production system

One weekly batch

1. Review last week's winners and failure reasons.
2. Choose four new angles and two controlled improvements.
3. Write short briefs, not word-perfect monologues.
4. Prepare product, props, proof, variations, and disclosures.
5. Film multiple openings in the same setup.
6. Edit for clarity and pacing.
7. Complete the compliance and product-link check.
8. Schedule the test queue.

File naming

```
SKU001_angle-objection_leak-test_hook-B_creator-owner_v01_2026-07-20.mp4
```

Store the raw file, approved version, caption, link, post date, and metrics.

SpringBrand AI content workflow

Give SpringBrand AI:

- the approved fact sheet;
- the prohibited claims list;
- one customer and one objection;
- a demonstrated proof method;
- the offer and CTA;
- the desired creator voice;
- the target duration.

Ask for:

1. five first-frame concepts;
2. five hooks with different mechanisms;
3. one beat sheet;
4. a shot list;
5. on-screen text;
6. required disclosure placement;
7. a claim-risk check;
8. two follow-up variations based on likely objections.

Use the **SpringBrand AI Prompt Library** and **Video Hooks and UGC Script Pack**.

LIVE readiness

Start LIVE after these are true:

- the product page is accurate and complete;
- stock and fulfillment capacity are verified;
- the host can demonstrate the product safely;
- the offer and variations are simple to explain;
- FAQs and prohibited claims are documented;
- moderation and customer questions have an owner;
- the connection, lighting, audio, and product pins are tested;
- a break plan uses the platform's Pause LIVE function.

The 60-minute LIVE structure

0–5 minutes: Open and orient

- greet viewers;
- state the category and problem;
- show the hero product;
- explain how questions will be answered;
- pin the correct product.

5–45 minutes: Repeat a five-to-seven-minute sales loop

1. problem and use moment;
2. product demonstration;
3. feature and limitation;
4. frequently asked question;
5. offer and correct variation;
6. CTA;
7. viewer interaction.

Repeat the structure with different angles for new entrants. Do not repeat identical language mechanically.

45–55 minutes: Deep FAQ

Answer fit, compatibility, care, dimensions, ingredients/materials, shipping, and returns from verified facts.

55–60 minutes: Recap

- recap the two strongest reasons to buy;
- restate the offer accurately;
- explain the next LIVE or content event;
- close without fake urgency.

Metrics by stage

Attention

- two-second retention;
- six-second or qualified-view retention;
- average watch time;
- completion rate.

Intent

- product clicks per qualified view;
- profile or shop visits;
- comments that ask purchase questions;
- add-to-cart and checkout behavior where available.

Commerce

- orders and delivered orders;
- product-page conversion;

- GMV per 1,000 qualified views;
- contribution profit per 1,000 qualified views;
- cancellation, return, and refund reason.

Learning

- winning customer/problem pairing;
- winning proof type;
- repeated objection;
- creator-format fit;
- content-to-listing mismatch.

Diagnosis map

- Low early retention -> improve first frame and specificity.
- Retention but few product clicks -> tighten product relevance and CTA.
- Product clicks but few orders -> fix listing, price, proof, delivery, or trust.
- Orders but high refunds -> correct expectations, quality, sizing, packaging, or fulfillment.
- Strong organic sales but weak paid result -> inspect creative authorization, attribution, ROI target, offer stack, and incremental contribution.

Content acceptance checklist

- [] The actual product appears clearly.
- [] The first frame communicates the topic.
- [] The hook names a specific use case or problem.
- [] The demonstration can be reproduced honestly.
- [] Spoken and on-screen claims are approved.
- [] Quantity, variation, offer, and CTA match the listing.
- [] Required disclosures are visible and understandable.
- [] Audio, lighting, stability, and text are clear.
- [] No prohibited static, looping, misleading, or irrelevant format is used.
- [] The hypothesis and version are recorded.

Affiliate Creators and UGC Operations

Affiliate is a portfolio, not a mass-message button

TikTok Shop Affiliate lets sellers work with creators through Open Collaboration and Target Collaboration. Open Collaboration makes selected products available to a broad creator pool; Target Collaboration invites selected creators to specific products. Current US guidance states that the target rate overrides the open rate for the same creator-product relationship. [Official Affiliate setup guide](#)

The seller's job is to create an attractive, profitable, and easy-to-film opportunity. The creator's job is to make original content for an audience they understand. Neither party should be asked to invent product facts.

Choose the collaboration mode

Open Collaboration

Use when:

- the product has broad creator fit;
- the listing, sample, stock, and economics are ready;
- you want many creators to discover the product;
- the team can review applicants, samples, and performance.

Advantages:

- larger creator surface area;
- scalable discovery;
- useful for finding unexpected creator-product fit.

Risks:

- low-fit applicants;
- uncontrolled sample cost;
- inconsistent claims or content quality;
- operational overload.

Use approval controls when quality or sample risk warrants them.

Target Collaboration

Use when:

- the creator matches the customer and content format;
- you have a specific angle or deliverable;

- the creator has relevant commerce behavior;
- you can justify a personalized commission or sample offer.

Advantages:

- focused prospecting;
- personalized creative brief;
- better relationship management;
- clearer learning by creator segment.

Risks:

- research and outreach time;
- concentration in a few creators;
- overpaying based on follower count;
- mistaking historic performance for guaranteed results.

Build the creator ideal profile

Define fit before searching:

- audience problem and purchase moment;
- category and product familiarity;
- content format: demo, routine, education, review, comedy, LIVE, founder, or comparison;
- average recent view range and consistency;
- visible engagement quality;
- relevant shoppable content and order history where available;
- claim discipline and disclosure quality;
- production quality appropriate to the product;
- responsiveness and delivery reliability;
- audience location and language fit;
- willingness to share performance and usage rights.

The official [creator matchmaking tips](#) and Seller Center recommendations can support prospecting, but a human should review recent content for fit and risk.

Creator scoring model

Score from 1 to 5:

Dimension	Weight
Audience and problem fit	25%
Content and demonstration fit	20%

Dimension	Weight
Recent consistency	15%
Commerce evidence	15%
Trust, disclosure, and claim discipline	15%
Communication and operational reliability	10%

Do not score followers as a standalone dimension. A smaller creator with a precise audience and strong demonstrations can outperform a larger generic account.

Commission design

Start with the economics ceiling from the unit-economics chapter.

Commission should reflect:

- product margin;
- category norms observed in current Seller Center data;
- creator fit and expected effort;
- standard versus ad-generated commission settings;
- whether a sample or flat fee is also provided;
- usage rights and exclusivity;
- campaign price and seller-funded promotion;
- target profit.

Do not raise commission to compensate for a weak product page or poor creator brief. Fix the underlying friction.

Sample program

TikTok Shop supports sample workflows inside Affiliate Center. Review the current [sample setup guide](#) before opening requests.

Sample acceptance gate

Approve a sample only when:

- creator score meets the threshold;
- the product and variation fit the creator's audience;
- the creator has a realistic content concept;
- inventory and fulfillment capacity are safe;
- the fully loaded sample cost fits the test budget;
- the product is suitable for the creator to demonstrate safely;

- expectations and disclosure requirements are documented.

Sample tracker

Record:

- creator handle and contact;
- collaboration type;
- product and variation;
- approval date;
- shipment and delivery;
- content due date if agreed;
- draft or published URL;
- approval/revision status;
- content authorization and usage rights;
- views, product clicks, orders, delivered orders, refunds, commission, and contribution profit;
- next action.

Creator brief: one page, one job

Every brief should contain:

Objective

One measurable job, such as “Show how the lid closes and answer the leak-resistance objection.”

Customer

One person, one moment, one problem.

Product truth

- verified features;
- approved claims;
- important limitations;
- quantity and variations;
- use and care;
- required warnings.

Creative freedom

Give the creator space to use their voice. Provide angle options rather than a compulsory word-for-word speech unless legal or brand wording must be exact.

Deliverable

- content type and approximate length;
- product demonstration requirements;
- disclosure requirement;
- product link and variation;
- due date and review process;
- usage rights, ad authorization, term, and territory;
- payment, flat fee, sample, and commission terms.

Prohibited content

- unapproved claims;
- fake scarcity or reviews;
- misleading before/after edits;
- unsafe use;
- competitor disparagement;
- off-platform transaction redirection;
- missing commercial disclosure.

Outreach that earns a reply

Use three parts:

1. **Specific fit:** identify a real recent content pattern.
2. **Clear opportunity:** name the product, audience, and why it fits.
3. **Low-friction next step:** ask whether the creator wants the one-page brief.

Example:

Hi Maya – your recent “small upgrades that fix daily annoyances” videos are a strong fit for our travel-mug lid demo. We have a verified 20-fluid-ounce product, a clear leak-resistance test, and a creator-ready brief with approved wording. The collaboration includes a sample plus commission. Would you like the one-page brief and economics?

Do not send a generic paragraph asking the creator to “make it viral.”

SpringBrand creator operations

SpringBrand can act as the creator-operations desk for a solo merchant:

1. Use SpringBrand AI to turn the approved product fact sheet into a creator brief.
2. Generate personalized outreach from the creator's real content pattern.
3. Track sample, content, rights, and performance in one operating record.
4. Use SpringBrand marketplace services when you need a specialist hook bank, UGC script pack, shot list, or creative review.

5. Ask SpringBrand AI to summarize creator results by segment and recommend the next cohort.

The marketplace brief should define what is included and excluded. For example, a script package is not the same as media buying, creator recruitment, legal review, or on-camera production.

Content review

Product and policy

- actual product and correct variation shown;
- approved facts and claims only;
- safe and intended use;
- clear disclosure;
- no prohibited or restricted content;
- correct product link.

Creative

- first frame is clear;
- product appears early;
- demonstration is visible;
- creator voice is natural;
- objection and CTA are understandable;
- lighting, audio, and text are readable.

Commercial

- offer is current;
- quantity and variation match;
- usage rights and ad authorization are recorded;
- content link and source file are stored;
- commission and flat-fee terms are correct.

Weekly creator pipeline

For one hero product, a practical weekly rhythm is:

- add 25–50 qualified prospects;
- send 10–20 personalized invitations;
- follow up once on high-fit creators;
- approve samples only through the scorecard;
- review newly delivered content within one business day;
- request precise, policy-based revisions;

- identify the top two creator segments;
- expand the winning segment and stop weak cohorts.

The correct volume depends on sample budget, stock, margin, and review capacity. “More creators” is not a strategy if the operation cannot fulfill or learn.

Creator performance

Evaluate by cohort and content angle:

- invitation acceptance rate;
- sample-to-published-content rate;
- days from sample delivery to publication;
- approved asset rate;
- qualified views and product clicks;
- order and delivered-order conversion;
- return/refund rate;
- commission and sample cost per delivered order;
- contribution profit;
- reusable creative and learning value.

Scale, revise, or stop

Scale

- positive contribution after commission, sample, refunds, and ad use;
- repeatable performance across more than one post or creator;
- compliant content;
- stable stock and fulfillment;
- creator relationship is reliable.

Revise

- strong retention but low product clicks;
- strong clicks but weak listing conversion;
- good orders but costly refunds;
- promising creator fit with unclear brief;
- good organic asset but unclear paid authorization.

Stop

- fabricated claims or repeated disclosure failures;
- no content after agreed process and reasonable follow-up;

- high sample cost with no learning;
- negative contribution with no fixable cause;
- unsafe or brand-damaging behavior.

Promotions and GMV Max

Paid reach does not repair a weak commerce system

Promotion and advertising amplify what already exists: product, offer, content, listing, creator supply, stock, fulfillment, and service. The ad-readiness gate is operational, not emotional.

Promotion readiness

Before a seller-funded discount, coupon, flash deal, free-shipping subsidy, or campaign:

- confirm the everyday price is credible;
- calculate the final shopper price under the complete stack;
- identify which party funds each discount;
- calculate contribution at the lowest possible price;
- reserve enough inventory for campaign demand;
- verify creator commission treatment;
- confirm shipping and return capacity;
- define start, stop, and recovery rules.

TikTok's June 2026 Product Innovation update describes Price Watch, campaign registration paths, Auto-Restock, and a campaign dashboard. Availability and eligibility vary. Review your Seller Center rather than assuming the settings are active. [June 2026 Product Innovation](#)

Offer hierarchy

Use incentives to solve a specific friction:

- Coupon:** creates an understandable first-purchase or threshold benefit.
- Flash deal:** creates a time-bounded event for a product already capable of converting.
- Free shipping:** addresses delivery-cost friction when economics support it.
- Campaign price:** earns campaign participation and visibility without crossing the margin floor.
- LIVE offer:** rewards participation while the host explains the product.

Do not stack every mechanism by default. Complexity creates pricing errors, over-discounting, customer confusion, and margin leakage.

The ad-readiness gate

Run paid distribution only when:

- the product and listing are approved and in stock;
- pre-ad contribution and break-even ratio are known;

- at least three differentiated eligible creative assets exist;
- organic or affiliate data identifies a credible customer and angle;
- product-page conversion is not obviously broken;
- return and cancellation causes are controlled;
- daily budget can be lost without harming fulfillment or payroll;
- a decision date and stop rule are defined.

If these conditions are missing, use the budget to fix the bottleneck.

GMV Max: the current operating context

TikTok for Business states that, starting in July 2025, GMV Max became the default and only supported campaign type for TikTok Shop Ads created with the Sales objective and TikTok Shop destination. Existing legacy formats may have different treatment, but new Shop Ads planning should begin with GMV Max. [Official migration guide, updated March 2026](#)

Product GMV Max is designed to optimize total-channel ROI using available product, seller, and authorized affiliate creative. Its reporting can attribute orders from selected products—including organic and affiliate orders—to the Product GMV Max dashboard. [About Product GMV Max, updated July 2026](#)

This creates an important analytical rule:

GMV Max dashboard-attributed revenue is not automatically revenue caused by the ads. Evaluate incremental contribution with pre/post comparisons, product or time controls, and business-level cash results where feasible.

Product GMV Max versus LIVE GMV Max

Product GMV Max

Use for non-LIVE product sales across eligible placements and creative supply.

Preparation:

- selected products and inventory;
- official, marketing, and affiliate asset permissions;
- accurate product page;
- target ROI or delivery mode chosen deliberately;
- adequate budget for the test;
- daily stock and account-health monitoring.

LIVE GMV Max

Use when a repeatable LIVE show already demonstrates conversion and the host, offer, stock, and moderation operation are stable.

Preparation:

- LIVE schedule and host;
- tested sales loop;
- approved product pins and offers;
- sufficient audience and creative signals;
- backup connection and moderation;
- post-LIVE review process.

Review the current [LIVE GMV Max help center](#) before launch.

Primary ad account control

TikTok's June 2026 GMV Max Guidelines state that a shop can have GMV Max access through one primary ad account at a time. Changing the primary ad account can affect access and pause campaigns. The guidelines also describe interaction with legacy shopping ads using the same products or official account. [GMV Max Guidelines](#)

Keep an access register:

- shop;
- primary ad account;
- Business Center;
- official account;
- marketing accounts;
- creator authorizations;
- owner and backup owner;
- change date and reason.

Set the economic floor**Break-even ratio**

Break-even revenue-to-ad-spend ratio
 $= 1 / \text{pre-ad contribution margin}$

Target ratio

Target ratio
 $= 1 / (\text{pre-ad contribution margin} - \text{target profit margin} - \text{safety reserve})$

Example:

Pre-ad contribution margin = 35%
 Target profit margin = 8%
 Safety reserve = 3%
 Spendable margin = 24%
 Planning ratio = $1 / 24\% = 4.17$

The workbook calculates this at SKU level. The final campaign setting must also consider GMV Max attribution behavior, learning state, budget, and the seller's acceptable risk.

The first campaign experiment

Write the experiment before launching:

- product and variation;
- date window;
- inventory cover;
- campaign type and optimization choice;
- creative supply;
- target customer and angle;
- budget ceiling;
- target and stop ratios;
- expected promotion stack;
- daily monitoring owner;
- decision rule.

Keep the first test simple. Do not change product, listing, discount, commission, creative supply, and ROI target simultaneously.

Creative supply for GMV Max

The system can use seller and authorized affiliate assets. A healthy supply includes:

- several first-frame concepts;
- multiple creator voices;
- problem, demo, proof, objection, and offer angles;
- current product links and permissions;
- compliant disclosure;
- accurate offer and variation;
- removal of expired or risky assets.

Track which assets are authorized, active, excluded, expired, or revised. Do not assume every creator post is available for paid use.

Daily monitoring

- product approval and stock;
- campaign delivery and spend;
- target setting and system recommendations;
- creative availability and rejections;

- price and promotion stack;
- product-page conversion;
- order, cancellation, and return signals;
- contribution estimate;
- account-health notices.

Do not optimize every hour. Intervene when a defined guardrail breaks, data quality is wrong, stock is at risk, or the platform recommends a change that you have evaluated.

Weekly analysis

Compare:

- reported GMV Max revenue and spend;
- total selected-product revenue;
- organic and affiliate baselines;
- delivered orders rather than raw orders;
- net revenue after refunds;
- creator commissions;
- promotion funding;
- actual shipping and fulfillment;
- pre- and post-ad contribution;
- stock consumed and cash settlement.

Diagnosis

Low delivery

Check account linkage, product eligibility, inventory, budget, ROI target, creative supply, schedule, and competing campaign restrictions.

Delivery but weak reported ROI

Check product/offer fit, creative-to-product match, landing-page conversion, promotion, creator assets, and target constraints.

Strong reported ROI but weak cash profit

Check attribution scope, commission, discounts, returns, shipping, fee tax, app costs, and settlements. This is the most important reason to maintain an independent workbook.

Sales spike but service declines

Reduce exposure, protect stock, restore fulfillment and response performance, and fix the operational constraint before scaling.

SpringBrand growth review

Each week, give SpringBrand AI:

- Seller Center product and campaign exports;
- settlement and actual-cost data;
- content and creator results;
- inventory and lead time;
- return and cancellation reasons;
- current policy or campaign notices.

Ask for:

1. funnel diagnosis;
2. contribution reconciliation;
3. three competing explanations;
4. the highest-value next experiment;
5. a stop, hold, or scale decision;
6. exact changes to content, listing, commission, offer, or operations;
7. risks that require human review.

Scale checklist

- ☐ Positive contribution after real costs and expected refunds.
- ☐ Result is repeatable beyond one day or asset.
- ☐ Creative supply is fresh and authorized.
- ☐ Inventory and cash support the next budget level.
- ☐ Fulfillment and service metrics remain healthy.
- ☐ Promotion stack is understood.
- ☐ Primary ad account and permissions are stable.
- ☐ Scaling step and rollback trigger are documented.

Fulfillment, Customer Service, Returns, and Account Health

Every sale creates an operational promise

A high-converting product is a liability if the business cannot dispatch, deliver, answer, refund, replace, and document it correctly.

TikTok's US Fulfillment Policy was updated July 1, 2026. For regular orders, it states that orders must be marked In Transit within two business days of Awaiting Shipment, may be auto-canceled if tracking is not added and the status is not updated to Awaiting Collection within five business days, and must be marked Delivered within six business days of Awaiting Shipment. Business days exclude weekends and US federal holidays. [Current Fulfillment Policy](#)

The same policy states that Seller Shipping merchants must maintain a Valid Tracking Rate of at least 95% and may face additional enforcement when more than 10% of orders exceed dispatch SLA requirements. Use current Seller Center metrics for the exact evaluation window and any category or program exceptions.

Choose a fulfillment method by control and reliability

Seller Shipping

The merchant manages carrier selection, labels, tracking, pickup, and delivery performance.

Best when:

- existing warehouse and carrier operations are proven;
- product requires specialized packing;
- costs and service are competitive;
- tracking integration is reliable.

Risks:

- invalid tracking;
- missed scans;
- late dispatch or delivery;
- inventory mismatch;
- manual workload.

TikTok Shipping

Use eligible platform shipping options when the service area, product, package, pickup, and economics fit. Confirm current coverage and reimbursement rules in Seller Center and the [logistics coverage policy](#).

Fulfilled by TikTok

Evaluate when outsourcing storage, pick, pack, ship, and eligible returns improves service and frees operating time. Model inbound, storage, fulfillment, removal, return, aging, and program costs. Start with the current [FBT rate card and FAQ](#).

The daily fulfillment clock

Morning

- review Awaiting Shipment and cancellation requests;
- confirm physical stock and inventory sync;
- flag address, fraud, or product issues;
- print labels and pick lists;
- verify package weight, dimensions, and selected service;
- prioritize orders closest to SLA.

Pack

- scan order and SKU;
- verify variation, quantity, and included items;
- inspect condition;
- apply required label, lot, warning, and packing material;
- photograph high-risk or high-value packing where appropriate;
- scan the correct label to the correct order.

Handoff

- secure an acceptance scan within the required window;
- reconcile unscanned packages before cutoff;
- investigate duplicate, recycled, invalid, or mismatched tracking;
- monitor carrier exceptions.

End of day

- zero the unowned exception queue;
- document late-risk orders;
- answer customer messages;
- update stock and damaged inventory;
- check account-health and fulfillment dashboards.

Do not mark shipped without a real handoff

Adding a tracking number is not the same as dispatch. The current policy requires carrier scan evidence for In Transit status. Build pickup and drop-off cutoffs with enough buffer for an actual scan.

Inventory control

- Sync inventory at SKU level.
- Count sellable stock, not total units on the shelf.
- Quarantine damaged, sampled, returned, or unlabeled units.
- Reserve campaign and creator commitments deliberately.
- Set an order-handling capacity when needed.
- Reduce stock before the system oversells—not after cancellations begin.

Customer service operating standard

The minimum is not “reply quickly.” It is “resolve accurately with evidence.”

Message structure

1. Acknowledge the exact issue.
2. State the verified order or product fact.
3. Give the available next step inside the platform.
4. State the expected timing.
5. Record the outcome.

Example:

```
Thanks for flagging this. I confirmed that order 1234 is with the carrier, and the latest scan shows a delay at the regional facility. I will monitor the tracking and update you here by 3:00 PM ET tomorrow. If the package does not move, I will follow the available TikTok Shop resolution steps with you.
```

Do not threaten, blame, redirect payment, promise an outcome outside your control, or ask a customer to cancel because of seller inventory problems.

Cancellation control

TikTok's July 8, 2026 US policy states that if a seller does not act on a customer's cancellation or refund request within 24 hours, TikTok Shop may automatically approve it. Shipping alone does not automatically reject or close the request. [Customer Order Cancellation, Return, and Refund Policy](#)

For every cancellation request:

1. Check order status and the platform countdown.
2. Confirm whether a real carrier handoff occurred.

3. Choose an available in-platform action.
4. Communicate the decision and reason.
5. Save the status, scan, and message evidence.
6. Code the root cause: buyer change, out of stock, price error, late dispatch, address, fraud, or other.

Fix the root cause weekly. Seller-fault cancellations damage both economics and performance.

Returns, refunds, and replacements

The July 8, 2026 policy states that eligible product returns generally may be requested within 30 calendar days of receipt, and eligible Money-Back Guarantee claims may extend to 90 calendar days. It also describes automated approvals, returnless refunds, partial refunds, final-sale eligibility, replacement settings, and different seller review windows. [Current US after-sales policy](#)

Current review examples include:

- up to four business days for return-and-refund review;
- two business days for certain refund-only requests at \$100 or less;
- four business days for certain refund-only requests over \$100;
- automatic approval when the seller does not act within the applicable time.

These rules include product, price, order-status, reason, and program exceptions. Always use the live countdown and current policy page for the specific request.

The after-sales decision process

1. Read the customer reason and requested outcome.
2. Check product, listing, variation, shipment, messages, and delivery evidence.
3. Identify whether the issue is seller, product, logistics, or buyer-caused under current rules.
4. Review the available approve, reject, refund, return, partial-refund, or replacement options.
5. Request only relevant evidence and remain within the platform timer.
6. Inspect returned items promptly when required.
7. Record decision, amount, evidence, and root cause.
8. Update product, listing, packaging, carrier, or SOP when the cause is repeatable.

Returnless refund and replacement settings

These settings change cost and customer experience. Do not leave them on default without modeling:

- product value;
- return shipping cost;
- inspection and resale value;
- fraud risk;

- hazardous or hygiene constraints;
- replacement stock;
- seller-paid shipping;
- expected customer recovery.

The current policy notes that replacement participation may be enabled by default for eligible items and that sellers can opt out in Seller Center. Review settings at launch and monthly.

Evidence pack for disputes and appeals

Store:

- order and SKU details;
- listing snapshot at purchase;
- product and packaging photos;
- serial, lot, weight, or model data;
- pick/pack verification;
- label and tracking;
- carrier acceptance and delivery scans;
- customer messages;
- return tracking and inspection photos;
- refund or replacement action;
- policy link and relevant section;
- concise timeline;
- requested resolution.

An appeal should be factual and easy to review:

Issue: one sentence
 Order/SKU: identifiers
 Timeline: dated events
 Evidence: numbered files mapped to each statement
 Policy: current rule and why it applies
 Correction: what has already changed
 Request: the exact decision sought

Shop Performance Score

The current US SPS guide groups performance into product satisfaction, fulfillment and logistics, and customer service. It references six underlying metrics:

- Negative Review Rate;
- Non-Buyer Fault Return and Refund Rate;
- Seller Fault Cancellation Rate;
- On-Time Delivery Rate;
- IM Dissatisfaction Rate;

- After-Sales Handling Time.

The guide explains category-based benchmarks and time weighting rather than one universal target for every metric. [Guide to Shop Performance Score](#)

Account-health dashboard

Review daily:

- policy notices and violation points;
- product suspensions;
- listing-quality issues;
- late dispatch and valid tracking;
- seller-fault cancellations;
- on-time delivery;
- returns, refunds, and negative reviews;
- customer response and dissatisfaction;
- settlement holds or reserve notices;
- integration errors.

Review weekly:

- root-cause trend by SKU, carrier, creator, content promise, and warehouse process;
- repeat violation patterns;
- appeal status;
- corrective-action completion;
- owner and due date.

Incident response

First 30 minutes

- stop the affected activity if continued harm is possible;
- preserve screenshots, exports, listing, content, order, and notice evidence;
- identify affected SKU, orders, content, and integrations;
- assign one owner.

Same day

- read the current policy and notice details;
- separate symptom from root cause;
- correct active customer or safety risk;
- quantify exposure;
- build the evidence timeline;

- submit a complete appeal only when the case is ready.

After resolution

- document the decision;
- update the SOP, listing, product, creator brief, or supplier control;
- monitor recurrence;
- add the learning to SpringBrand AI's operating brief.

SpringBrand service desk

Use SpringBrand as the single daily operating view:

- morning risk and order summary;
- exception queue by deadline;
- customer message drafts from verified facts;
- supplier and carrier follow-up;
- return and refund root-cause tagging;
- weekly SPS and account-health review;
- appeal evidence checklist.

AI drafts the structure. The merchant verifies the order, policy, and requested action before sending.

Daily close checklist

- [] No unowned orders near dispatch SLA.
- [] Every shipped order has correct tracking and real scan progress.
- [] Cancellation and after-sales timers were reviewed.
- [] Customer messages have an owner and next action.
- [] Physical and platform stock agree.
- [] Carrier exceptions are documented.
- [] Account-health notices were checked.
- [] High-risk evidence was saved.
- [] Root causes were coded for weekly review.

Analytics, Profit, and Scaling

Revenue is not the control metric

The operator controls delivered contribution profit, cash conversion, customer outcomes, and account health. A shop can report rising GMV while losing money through discounts, commission, samples, ads, shipping, refunds, and settlement leakage.

The commerce metric tree

```

Qualified views
  x product-click rate
= product-page visits
  x order conversion
= orders
  x delivery rate
= delivered orders
  x net revenue per delivered order
= delivered net revenue
  x contribution margin after variable costs
= contribution profit
  
```

Every weekly diagnosis should identify the first weak stage rather than changing the entire system.

The five dashboards

1. Content

- post date, creator, SKU, angle, hook, and format;
- qualified views and retention;
- product clicks;
- orders and delivered orders;
- return or claim problem connected to the promise;
- contribution per 1,000 qualified views.

2. Product and listing

- product-page views;
- conversion;
- variation conversion and stock;
- listing quality;
- price and promotion;
- negative reviews;
- reason-specific return and refund rate.

3. Affiliate

- creator invitations, acceptances, samples, and published assets;
- commission and sample cost;
- creator-attributed orders;
- delivered contribution;
- approved assets and ad rights;
- performance by creator segment.

4. Operations and account health

- dispatch and tracking;
- delivery and seller-fault cancellations;
- after-sales handling;
- customer messages and dissatisfaction;
- violations and appeals;
- order volume versus capacity.

5. Finance and cash

- order revenue and discounts;
- platform fees and fee tax;
- creator commission;
- shipping, fulfillment, returns, and adjustments;
- ad spend;
- settlements received;
- reserve, hold, or timing differences;
- product and operating cash requirements.

Seller Center's [Shop Tab and Search Analytics](#), [Product Traffic Analysis](#), Affiliate Center, Finance, and Account Health are first-party data sources. The SpringBrand workbook connects them to merchant-owned costs.

The weekly review

Step 1: Reconcile data

- update delivered orders and refunds;
- enter actual shipping and fulfillment;
- reconcile creator commission and samples;
- enter ad spend;
- compare expected settlement to received settlement;
- investigate differences.

Step 2: Read the funnel

Ask:

1. Did qualified traffic change?
2. Did product-click rate change?
3. Did product-page conversion change?
4. Did delivery rate change?
5. Did net revenue or contribution per order change?
6. Did return, review, or service quality change?

Step 3: Segment the answer

Break down by:

- SKU and variation;
- creator and content angle;
- organic, affiliate, LIVE, and paid source;
- promotion;
- carrier and warehouse;
- customer reason;
- order week and delivery cohort.

Step 4: Choose one constraint

Examples:

- insufficient compliant creative supply;
- product-page uncertainty;
- weak creator-audience fit;
- campaign price below margin floor;
- stockout risk;
- late carrier scan;
- high wrong-variation returns;
- settlement mismatch.

Step 5: Set one primary experiment

The experiment must include owner, date, changed variable, expected direction, minimum evidence, and stop condition.

Settlement reconciliation

Create a bridge from order to bank:

```

Gross item revenue
- seller discounts
- refunds and adjustments
- referral fees and taxes on fees
- creator commission
- shipping and fulfillment charges
- ad charges collected through settlement, if applicable
+ platform-funded credits or reimbursements
= expected settlement

Expected settlement
- timing differences
- reserve or hold changes
+ prior-period releases
= received cash

```

Track unexplained differences by order ID and settlement ID. Do not plug the difference into “other expense” without investigation.

Contribution by channel

Attribute costs consistently:

Organic

Include content production cost, even when the owner films it. Track owner time separately if it is not included in order contribution.

Affiliate

Include commission, samples, shipping, flat fees, and creator operations.

LIVE

Include host, moderation, setup, discount, commission, and session production.

Paid

Include ad spend and the same product, fulfillment, commission, promotion, and return costs. Remember that Product GMV Max reporting can include organic and affiliate orders for promoted products.

Content decision thresholds

Avoid universal benchmarks. Build thresholds from your own category, product, price, creator, and traffic quality.

Use relative rules:

- scale an angle when it beats the current median on product clicks and delivered contribution;
- revise an angle when retention is strong but product clicks are weak;

- revise the listing when clicks are strong but orders are weak across several creators;
- stop an asset when it repeatedly creates misleading expectations or expensive returns;
- do not scale a high-GMV asset with negative contribution.

Inventory and cash forecast

For each SKU, forecast 13 weeks:

- opening sellable units;
- expected delivered demand;
- returns to sellable stock;
- inbound units and arrival date;
- safety stock;
- ending stock;
- purchase order cash;
- expected settlement cash;
- refund reserve;
- ad and creator budget.

Do not let ad delivery, creator samples, and a purchase order compete for the same cash without a plan.

One-person operating cadence

Daily: 45–75 minutes of control work

- order and SLA exceptions;
- cancellation, return, and customer timers;
- stock and listing availability;
- account health;
- content publication and creator replies;
- spend and gross anomaly check.

Twice weekly: 60–90 minutes of growth work

- film and edit content batch;
- creator prospecting and briefs;
- listing or offer experiment;
- SpringBrand supplier or specialist task.

Weekly: 90 minutes of management

- reconcile profit and settlement;
- review funnel and root causes;

- choose the next experiment;
- update inventory and cash plan;
- review policy and product updates;
- archive evidence and decisions.

Automation order

Automate only after the process is correct:

1. notification and deadline reminders;
2. data export and workbook refresh;
3. inventory synchronization;
4. standard message drafting;
5. creator pipeline status;
6. content metadata and archive;
7. exception routing.

Never automate final approval of product compliance, claims, sensitive customer resolutions, or appeals without human review.

Scaling gates

Product gate

- repeatable delivered contribution;
- controlled return reasons;
- quality and evidence stable;
- reorder reliable;
- several winning creative angles.

Creator gate

- more than one effective creator;
- sample and commission economics work;
- compliant and authorized content;
- repeatable creator segment.

Paid gate

- product-page conversion stable;
- creative supply fresh;
- economic floor known;
- inventory and cash safe;

- incrementality risk understood.

Operations gate

- SLA and tracking healthy;
- customer and after-sales timers controlled;
- account health stable;
- capacity tested above current volume.

Team or service gate

Hire or outsource when:

- the task repeats and is documented;
- owner delay creates measurable cost;
- quality can be specified and reviewed;
- access can be limited;
- economics remain positive.

Use SpringBrand marketplace services to add targeted capacity instead of creating a full department.

The owner remains accountable for credentials, policy, claims, money, and customer outcomes.

SpringBrand weekly operator prompt

You are my TikTok Shop operating review partner. Use only the attached verified data.

1. Reconcile revenue to delivered contribution.
2. Identify the first weak funnel stage.
3. Separate product, content, creator, listing, promotion, fulfillment, and data-quality causes.
4. Give three plausible explanations and the evidence for each.
5. Recommend one primary experiment with owner, date, success signal, and stop condition.
6. List any policy, claim, stock, cash, or customer risk requiring human action today.
7. Produce a one-page weekly brief.

Scale decision checklist

- [] Delivered contribution is positive and reconciled.
- [] Result repeats across time or multiple assets.
- [] Return, review, and cancellation quality are acceptable.
- [] Inventory, cash, and supplier capacity support the step.
- [] Fulfillment and service capacity have buffer.
- [] Account health is stable.
- [] The next constraint is known.
- [] Rollback trigger is documented.

The 90-Day Launch Plan

The outcome

At day 90, the goal is not an arbitrary revenue screenshot. It is a shop that can answer these questions with evidence:

- Which customer and problem convert?
- Which SKU produces delivered contribution profit?
- Which content and creator formats repeat?
- Which listing or offer friction remains?
- Can fulfillment and service handle the next level?
- What is the next investment and its stop condition?

Week 0: Prepare the control system

Account

- choose the truthful business type;
- align legal, tax, bank, warehouse, and return records;
- configure security and access;
- complete registration evidence.

SpringBrand workspace

- create the business brief;
- copy the AI prompt library and decision workbook;
- create supplier, SKU, listing, content, creator, order, finance, and appeal folders;
- assign daily and weekly reviews.

Exit criteria

- account and operational addresses are ready;
- no unowned evidence gaps;
- the operator can find the current US policy pages;
- the workbook and file system are live.

Weeks 1–2: Select and verify the learning product

Research

- identify one specific customer and problem;

- collect multi-source demand and creative signals;
- score at least five product candidates;
- reject risky or negative-economics products.

Sourcing

- send SpringBrand sourcing briefs;
- request exact product documentation;
- order samples;
- inspect and record the samples;
- calculate unit economics and commission ceiling.

Exit criteria

- one hero SKU scores at least 80 or has an approved exception;
- compliance and category check is dated;
- sample passes;
- pre-ad contribution is positive;
- first purchase can fail without harming the business.

Weeks 3-4: Build the offer and launch assets

Listing

- finish the verified fact sheet;
- build title, attributes, description, variations, images, and listing video;
- complete policy and accuracy QA;
- target Good listing quality.

Content

- prepare at least 12 distinct angles;
- film the first 7–10 assets;
- build comment and FAQ responses;
- prepare the LIVE run-of-show only if operations are ready.

Affiliate

- define the creator ideal profile;
- build the first 30–50 prospects;
- set Open and/or Target Collaboration economics;
- prepare the one-page creator brief;
- configure sample approvals.

Operations

- perform a mock order from pick through carrier scan;
- test customer and cancellation notifications;
- review return, refund, and replacement settings;
- set stock and capacity controls.

Exit criteria

- listing published without critical quality gaps;
- content queue exists;
- creator outreach can begin;
- mock fulfillment passed;
- no promotion is below the margin floor.

Weeks 5–6: Run the first organic learning sprint

Publish

- post one or two deliberate assets per day as capacity permits;
- vary the customer, problem, demonstration, proof, and objection;
- respond to comments with verified facts;
- send personalized creator invitations.

Measure

- label every asset by hypothesis;
- record qualified views, product clicks, orders, delivered orders, and return signals;
- review listing conversion;
- track creator acceptance and samples;
- reconcile contribution weekly.

Exit criteria

- at least two promising content angles;
- a clear first weak funnel stage;
- return and service causes are coded;
- no unresolved account-health issue.

Weeks 7–8: Fix the bottleneck

Choose one path:

Attention problem

- improve first frames and hooks;
- use clearer demonstrations;
- test a better-fit creator segment.

Click problem

- strengthen product relevance and CTA;
- align content with the linked variation and use case.

Conversion problem

- improve listing clarity, proof, offer, delivery expectation, or variation UX;
- answer the most common objection.

Quality problem

- pause scale;
- correct supplier, product, packaging, listing, fulfillment, or customer service;
- update evidence and SOP.

Profit problem

- renegotiate cost;
- reduce discount or commission;
- improve shipping and return economics;
- stop negative products.

Exit criteria

- one major constraint is measurably improved or the SKU is stopped;
- creator pipeline is focused on a better-fit segment;
- delivered contribution is understood.

Weeks 9–10: Expand creator and LIVE learning

Affiliate

- scale the best creator segment;
- improve the brief from real objections;
- stop weak sample cohorts;
- secure paid-usage authorization for eligible winning assets.

LIVE

- run a small test only if listing, stock, host, offer, and moderation are ready;
- use the repeatable sales loop;
- record product clicks, orders, questions, and service issues.

Exit criteria

- at least one repeatable creator or LIVE pattern;
- sample-to-content economics are visible;
- content remains compliant;
- operations remain healthy.

Weeks 11–12: Test paid scale or deepen organic

If ad-ready

- select one product and a controlled creative set;
- document budget, target, stop, and attribution caveat;
- launch Product GMV Max or the appropriate current format;
- monitor stock, price, conversion, contribution, and account health;
- compare total business performance to baseline.

If not ad-ready

- do not force a campaign to meet the calendar;
- deepen winning organic and creator supply;
- fix product-page conversion or operations;
- build the evidence needed for a later test.

Exit criteria

- paid test has an incremental-profit interpretation, or a documented reason to wait;
- cash and stock remain safe;
- next-quarter constraint is known.

Day 90 business review

Product

- approved hero SKU and adjacent-product plan;
- realized cost and contribution;
- supplier quality and lead-time record;
- return and complaint causes.

Content

- winning customer/problem/format combinations;
- useful but nonconverting formats;
- content supply per week;
- policy and claim record.

Creators

- best creator segments;
- sample, commission, and contribution economics;
- reliable relationships;
- authorized assets.

Operations

- SLA, tracking, cancellation, delivery, and after-sales performance;
- capacity and next bottleneck;
- account-health trend;
- evidence readiness.

Finance

- delivered revenue;
- contribution by SKU and channel;
- settlement reconciliation;
- inventory and cash forecast;
- return and ad reserve.

Decision

Choose exactly one primary next-quarter strategy:

- scale the hero SKU;
- fix a specific constraint;
- add one adjacent SKU;
- expand creator supply;
- build a repeatable LIVE program;
- improve paid incrementality;
- stop and select a new learning product.

Stop conditions

Stop or pause a SKU when:

- compliance or safety cannot be verified;
- product quality creates repeated customer harm;
- supplier documents or authorization are unreliable;
- contribution remains negative after fixable levers are tested;
- returns show the offer cannot be made truthful and attractive at the same time;
- fulfillment capacity cannot protect account health;
- the business requires a viral result to pay current obligations.

Stopping is a valid outcome. It converts a controlled test into preserved cash and sharper knowledge.

The weekly one-page report

Objective:
Primary constraint:
What changed:
Evidence:
Delivered contribution:
Customer or account risk:
Decision: scale / hold / revise / stop
Next experiment:
Owner and date:
Stop condition:

Graduation checklist

- [] Account, product, and evidence records are complete.
- [] One SKU has repeatable delivered contribution or a clear stop decision.
- [] Listing quality and conversion are monitored.
- [] At least two content angles have evidence.
- [] Creator pipeline has a defined fit and economics.
- [] Fulfillment and after-sales timers are controlled.
- [] Settlements reconcile to actual cash.
- [] Account health is stable.
- [] Next-quarter strategy and rollback trigger are written.

SpringBrand AI Prompt Library

How to use these prompts

Replace bracketed fields. Attach the approved source documents. Require the model to distinguish verified facts, assumptions, and missing information.

Every output should end with:

```
VERIFIED FACTS USED:
ASSUMPTIONS:
MISSING INFORMATION:
HUMAN APPROVAL REQUIRED:
CURRENT OFFICIAL SOURCES TO RECHECK:
```

AI does not approve product legality, safety, claims, taxes, customer disputes, or appeals.

1. Business operating brief

You are the operating copilot for a US TikTok Shop merchant.

Build a one-page living business brief from the attached information.

Include:

- customer and purchase moment
- problem and existing alternative
- product, variations, and exact approved claims
- prohibited or unverified claims
- price, cost stack, contribution floor, and cash constraint
- stock, lead time, package data, and fulfillment method
- creator ideal profile
- content tone, proof methods, and visual boundaries
- current funnel metrics
- the single next decision

Do not invent missing product facts. Mark them [VERIFY].

2. Product disconfirmation brief

Evaluate this product as a skeptical operator, not a promoter.

Product: [PRODUCT]

Customer/problem: [CUSTOMER AND PROBLEM]

Source material: [ATTACHMENTS]

Return:

1. five reasons it may fail
2. evidence needed to prove or disprove each reason
3. the cheapest valid test
4. compliance or documentation gates
5. content and fulfillment risks
6. unit-economics variables that are still unknown
7. a scale / revise / reject recommendation

Do not use trend or estimated revenue as proof by itself.

3. Supplier document request

Create a supplier evidence request for [PRODUCT, MODEL, CATEGORY].

The seller is US-based and plans to sell through TikTok Shop US.

For every requested item, include:

- why it may be needed
- whether it is required, verify-applicability, or optional
- what fields must match the exact SKU
- validity and traceability checks
- the launch decision if it is missing

Cover manufacturer identity, invoice, brand authorization, material/ingredients, testing/certification, labeling/warnings, packaging, lot/expiration, dangerous-goods data where relevant, quality control, recall history, insurance, defect handling, and lead time.

This is an evidence checklist, not a declaration that any document is legally sufficient.

4. Sample inspection plan

Build a sample inspection plan for [PRODUCT].

Use the attached product specification and approved claims.

Create:

- pre-inspection checklist
- unboxing and packaging test
- function and repeated-use test
- dimensions/weight/quantity verification
- label/warning/lot verification
- foreseeable misuse or edge-case review
- image/video accuracy review
- return-condition assessment
- dated evidence to capture
- pass, conditional pass, and fail rules

5. Controlled claims sheet

Build a controlled claims sheet from the attached approved product evidence.

Columns:

- claim or product fact
- exact approved wording
- evidence file and page/section
- allowed contexts: listing / video / LIVE / creator brief / customer service
- required qualifier or disclosure
- prohibited expansion
- expiration or re-verification date

If evidence is missing or does not match the exact SKU, mark the claim BLOCKED.

6. Listing draft

Draft a TikTok Shop US listing using only the attached approved fact sheet.

Output:

1. three concise non-clickbait title options
2. category and attribute questions that still need human confirmation
3. one-sentence fit statement

4. three to five feature-to-benefit bullets
5. specifications
6. how to use and care
7. warnings and limitations
8. what is included
9. variation table
10. image shot list
11. listing-video brief
12. publish QA

Use [VERIFY] for every missing fact. Do not add superlatives, trend language, unsupported comparison, medical promise, fake scarcity, or off-platform link.

7. Customer-objection map

Using product reviews, customer messages, creator comments, and the approved fact sheet, create an objection map.

For each objection include:

- exact customer language
- underlying concern
- verified answer
- evidence needed
- listing fix
- video demonstration
- creator angle
- customer-service response
- whether the objection signals a product-quality problem

Do not treat a complaint as solved by copy when the product or fulfillment must change.

8. Shoppable video brief

Create a 25-40 second shoppable video brief.

Product: [PRODUCT]
 Customer/moment: [CUSTOMER AND MOMENT]
 Problem: [PROBLEM]
 Approved claims: [CLAIMS]
 Prohibited claims: [BLOCKED CLAIMS]
 Proof available: [DEMONSTRATION]
 Offer: [OFFER]
 Creator voice: [VOICE]

Return:

- five first-frame concepts
- five hooks using different mechanisms
- seven-beat script
- shot list
- on-screen text
- disclosure placement
- product-link and variation check
- claim-risk review
- two follow-up variations

9. LIVE run-of-show

Create a 60-minute TikTok Shop LIVE run-of-show for [PRODUCT].

Use only verified facts and current offer information.

Include:

- opening five minutes
- eight repeatable sales loops with different angles
- product demonstrations
- safe-use and limitation reminders
- FAQ bank
- comment moderation cues
- correct product pin and variation reminders
- disclosure language
- pause and technical contingency
- close and post-LIVE review

Flag every claim or answer that requires human verification.

10. Creator prospect personalization

Evaluate this creator for [PRODUCT] using the attached recent-content notes and commerce data.

Score:

- audience/problem fit 25%
- content/demonstration fit 20%
- recent consistency 15%
- commerce evidence 15%
- trust/disclosure/claim discipline 15%
- communication reliability 10%

Return:

- score and evidence
- risk flags
- one personalized content angle
- a 70-word outreach message
- sample approval recommendation
- commission recommendation constrained by [MAXIMUM RATE]

Do not infer demographics or performance not present in the source data.

11. Creator brief

Turn the attached fact sheet and creative angle into a one-page creator brief.

Include:

- objective
- customer and purchase moment
- product truth and approved claims
- important limitations
- 3 optional hook directions
- required demonstration
- deliverable and due date
- commercial disclosure
- product link and variation
- usage rights and ad authorization fields
- prohibited content
- review and revision process

12. Weekly operating review

You are my TikTok Shop operating review partner. Use only the attached verified data.

1. Reconcile revenue to delivered contribution.
2. Identify the first weak funnel stage.

3. Separate product, content, creator, listing, promotion, fulfillment, and data-quality causes.
4. Give three plausible explanations and evidence for each.
5. Recommend one primary experiment with owner, date, success signal, and stop condition.
6. List policy, claim, stock, cash, or customer risks requiring human action today.
7. Produce a one-page weekly brief.

Do not call GMV Max attributed revenue incremental without a valid comparison.

13. Policy-update impact review

Compare this current official TikTok Shop US policy page with our attached SOP.

Return:

- effective/update date
- exact operational changes
- products, orders, content, creators, or users affected
- actions required today, this week, and this month
- settings or evidence to verify in Seller Center
- outdated SOP language to replace
- training note for the operator
- unresolved questions requiring support or professional advice

The official page controls. Do not rely on the AI summary alone.

14. Appeal evidence builder

Organize the attached evidence into an appeal brief. Do not invent facts or legal conclusions.

Format:

- issue in one sentence
- shop/order/SKU/content identifiers
- dated timeline
- numbered factual statements
- evidence mapped to every statement
- current official policy section
- corrective action already completed
- exact requested resolution
- missing evidence and submission risk

Keep the tone factual, concise, and non-accusatory.

Listing Build Worksheet

Control record

- SKU:
- Product/model:
- Authorized brand:
- Legal manufacturer:
- Supplier:
- Category:
- Qualification status:
- Fact-sheet version/date:
- Claims-sheet version/date:
- Sample inspection date:
- Owner:

Product truth

- Customer and use case:
- Product type:
- Defining feature:
- Material or complete ingredient list:
- Product dimensions:
- Product weight/volume:
- Package dimensions:
- Package weight:
- Quantity:
- What is included:
- Directions:
- Care/storage:
- Warnings/limitations:
- Warranty/service:
- Approved claims:
- Blocked claims:
- Source file for each regulated/measurable fact:

Category and attributes

Field	Value	Evidence	Verified by/date
Category			
Brand			
Material/ingredients			
Size/capacity			
Compatibility			
Required warning			
Package data			

Title options

Pattern: authorized brand + product type + defining feature + intended use + quantity

- 1.
- 2.
- 3.

Approved title:

Description

One-sentence fit

Three to five feature-to-benefit bullets

- 1.
- 2.
- 3.
- 4.
- 5.

Specifications

How to use and care

Warnings and limitations

What is included

Variations

SKU	Variation name	Image	Price	Sellable stock	Barcode	Package data verified?
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Image plan

- ☐ Main product, front view, clean white background
- ☐ Alternate angle
- ☐ Back/side/underside/closure
- ☐ Scale and dimensions
- ☐ Real use context
- ☐ Material/texture/mechanism close-up
- ☐ How-to/assembly
- ☐ Variation comparison
- ☐ Included items and packaging

Listing video

- Highest-friction question:
- Demonstration:
- Required product facts:
- Shot list:
- Approved claims:
- CTA:

Publish QA

- ☐ Product/category permitted
- ☐ Brand/IP rights documented
- ☐ Title non-clickbait and accurate

- [] Attributes complete
- [] Description answers specifications, use, warnings, and included items
- [] Actual-product images meet current policy
- [] Five or more differentiated high-resolution images used where available
- [] Variation data matches physical stock
- [] Package data measured
- [] Inventory available
- [] No unverified claim or off-platform redirection
- [] Final listing snapshot saved

Video Hooks and UGC Script Pack

Use these as structures, not claims

Replace every bracket with a verified fact. Show the actual product and use current disclosures. Do not publish a hook whose promise is not supported by the demonstration and product page.

30 hook structures

Problem recognition

1. "If [specific situation] keeps causing [practical problem], watch this."
2. "The annoying part of [routine] is not [obvious thing]—it is [specific friction]."
3. "This is for anyone who [specific behavior] and is tired of [problem]."
4. "I kept making the same [routine] mistake until I changed this one step."
5. "Before you buy another [product type], check how it handles [objection]."

Demonstration

6. "Here is what [feature] actually looks like in use."
7. "No speech first—just watch this [mechanism/test]."
8. "I timed how long it takes to [verified task]."
9. "Three angles so you can see the real size and finish."
10. "This is what arrives, and this is how it goes together."

Fit and choice

11. "Choose [variation A] if [use case]; choose [variation B] if [different use case]."
12. "This product is useful for [specific user], but not if [honest limitation]."
13. "The dimension that matters is not [common assumption]; it is [verified measurement]."
14. "What [quantity/size] looks like in a normal [setting]."
15. "Three questions to answer before choosing this variation."

Objection

16. "Does it [common concern]? Here is the test I used."
17. "The question I get most is [question]."
18. "What the listing photo cannot show about [texture/sound/fit/mechanism]."
19. "Here is the limitation you should know before ordering."
20. "If you are worried about [care/setup/compatibility], do this first."

Routine and story

21. "The 20-second step in my [routine] that prevents [problem]."
22. "I sourced this for people who [specific use case]."
23. "From package to first use in [verified number] steps."
24. "What I inspect before this product goes into a customer order."
25. "A small product detail that changes how [routine] feels."

Offer and action

26. "Here is exactly what the [current offer] includes."
27. "Tap the product and choose [variation] if you need [use case]."
28. "The current price applies to [quantity]; this is what arrives."
29. "Watch the full demo, then decide whether it fits your [situation]."
30. "I pinned the product so you can verify the size, material, and delivery details."

25–40 second product demonstration

FIRST FRAME: [Visible problem or product action]

HOOK: If [specific situation] causes [problem], look at [feature].

PRODUCT: This is the [verified product name/type] designed for [objective use].

DEMO: [Show real setup and action from multiple angles.]

PROOF: The verified specification is [fact]. In this demonstration, [observable result].

LIMITATION: It is not intended for [important limitation].

OFFER: The linked option includes [quantity/variation] at the current displayed price.

CTA/DISCLOSURE: Tap the product to verify the full details. [Required commercial disclosure.]

Objection reply video

COMMENT ON SCREEN: "[Customer question]"

ANSWER: Good question. The verified answer is [fact].

SHOW: [Close-up or test that makes the answer visible.]

LIMIT: [Qualifier or limitation.]

CTA: The complete dimensions/materials/instructions are on the linked product page.

What-arrives video

HOOK: Here is exactly what arrives when you choose [variation].

UNBOX: Show sealed package, main item, accessories, instructions, and quantity.

VERIFY: State only measured or documented facts.

EXCLUDE: Name any pictured prop that is not included.

CTA: Check the selected variation before ordering.

Founder or sourcing story

HOOK: I looked for a [product type] that solved [specific problem] without [constraint].

PROCESS: Show the sample, inspection, material, package, or quality-control step.

DECISION: Explain the verified feature that passed the test.

LIMITATION: State the tradeoff honestly.

CTA: The approved product details are linked here.

LIVE sales loop

1. Welcome new viewers and name the problem.
2. Show the physical product and pinned variation.
3. Demonstrate one feature.
4. State a verified specification and limitation.
5. Answer one real customer question.
6. Explain the current offer accurately.
7. Invite a question or product-page check.

Script acceptance

- [] Specific customer and situation
- [] Physical product shown
- [] Dynamic real-world footage
- [] Verified claim and visible proof
- [] Honest limitation
- [] Correct quantity, variation, and offer
- [] Clear commercial disclosure
- [] Correct product link
- [] No fake urgency, review, comparison, or result

Creator Outreach and Brief Templates

Creator prospect record

- Creator:
- Profile URL:
- Audience/problem fit:
- Relevant recent posts:
- Content format:
- Recent consistency:
- Commerce evidence:
- Disclosure/claim review:
- Communication risk:
- Score:
- Proposed product/variation:
- Personalized angle:
- Maximum commission:
- Sample decision:
- Owner/next action/date:

Initial outreach

Hi [NAME] – your recent [SPECIFIC CONTENT PATTERN] videos are a strong fit for [CUSTOMER/PROBLEM]. We have a verified [PRODUCT] and a creator-ready angle around [DEMONSTRATION]. The collaboration includes [SAMPLE/FLAT FEE/COMMISSION] and clear approved wording. Would you like the one-page brief and economics?

Follow-up

Hi [NAME] – one quick follow-up on [PRODUCT]. The best-fit concept for your audience is [ONE-SENTENCE ANGLE], and the required demonstration is simple: [DEMO]. If it is not a fit, no problem. If it is, I can send the brief and current collaboration terms here.

Sample approval

Your sample request for [PRODUCT/VARIATION] is approved. Before shipping, please confirm:

1. delivery address in the platform workflow;
2. intended content format: [VIDEO/LIVE];
3. the approved brief and prohibited-claims sheet;
4. commercial disclosure requirements;
5. whether paid usage or ad authorization is included;
6. expected next step after delivery.

The product should be demonstrated only as directed in the brief. Please ask before making a claim that is not listed as approved.

Sample decline

Thanks for the request. We are keeping this sample round focused on creators whose recent content matches [FORMAT/AUDIENCE/USE CASE], so we are not approving this request. We will keep your profile for a future product that is a closer fit.

Revision request

Thanks for the draft. The structure and demonstration work well. We need these precise revisions before approval:

1. At [TIME], replace "[CLAIM]" with the approved wording: "[WORDING]."
2. Show [VARIATION/QUANTITY] so the content matches the linked SKU.
3. Add the required commercial disclosure in [LOCATION].
4. Remove [UNSUPPORTED/UNSAFE/MISLEADING ELEMENT].

Everything else can stay in your voice. Please send the revised link/file by [DATE].

One-page creator brief

Campaign

- Brand/shop:
- Product and variation:
- Collaboration type:
- Commission/flat fee/sample:
- Due date:
- Contact:

Objective

Show [DEMONSTRATION] so [CUSTOMER] can decide whether [PRODUCT] fits [USE CASE].

Customer and purchase moment

Product truth

- Product type:
- Verified features:
- Approved claims:
- Limitations:
- Quantity and variation:
- How to use/care:
- Required warnings:

Optional hook directions

- 1.

2.

3.

Required demonstration

Deliverable

- Format:
- Approximate duration:
- Product-link requirement:
- Disclosure:
- Review process:
- Source file required?:

Rights and authorization

- Organic posting rights:
- Reposting rights:
- Paid usage/ad authorization:
- Term:
- Territory:
- Editing rights:
- Exclusivity:

Do not include

- unapproved claims;
- fake scarcity, reviews, or customer results;
- unsafe use;
- misleading before/after edits;
- competitor disparagement;
- off-platform transaction request;
- missing disclosure.

Performance review

Metric	Result	Interpretation	Next action
Sample delivered			
Content published			
Qualified views			

Metric	Result	Interpretation	Next action
Product clicks			
Orders			
Delivered orders			
Refunds/returns			
Commission			
Sample and flat-fee cost			
Contribution profit			
Approved reusable asset			

Customer Service Message Library

Rules

- Verify the order, product, and policy before sending.
- Keep every resolution inside TikTok Shop.
- Do not promise timing or reimbursement you cannot control.
- Do not blame the customer, creator, carrier, or platform.
- Do not ask a customer to cancel because the seller is out of stock.
- Save the message and evidence with the case.

Product question

Thanks for asking. The verified [DIMENSION/MATERIAL/COMPATIBILITY/QUANTITY] is [FACT]. The [VARIATION] option includes [WHAT ARRIVES]. Please check the selected variation on the product page before ordering. If you tell me your intended use, I can point you to the relevant product specification.

Order received

Thanks for your order. We are preparing [PRODUCT/VARIATION/QUANTITY]. The current order page shows the expected shipping timeline. We will update the order with valid tracking after carrier handoff.

Carrier delay

Thanks for flagging this. I confirmed that order [ORDER] is with [CARRIER], and the latest scan shows [FACTUAL STATUS]. I will monitor the tracking and update you here by [DATE/TIME]. If the package does not move, I will follow the available TikTok Shop resolution steps with you.

Delivered but not received

I am sorry the package is not in hand. The tracking currently shows [STATUS] at [DATE/TIME]. Please check the delivery location, household members, building desk, and nearby safe locations. I am also reviewing the carrier record. We will keep the resolution inside TikTok Shop and follow the available order-protection steps based on the evidence.

Wrong variation or item

I am sorry the order does not match what you selected. Please send a clear photo of the item, the package label, and any model/size/lot marking through this message thread. I will compare it with order [ORDER] and respond with the available return, refund, or replacement step within [TIME].

Damaged item

I am sorry it arrived damaged. Please send clear photos of the product, internal packing, outer package, and shipping label through this thread. Do not use the product if the damage

creates a safety concern. I will review the evidence and the available TikTok Shop resolution options by [TIME].

Missing part

Thanks for the details. The listing for order [ORDER] states that the package includes [LIST]. Please send a photo of everything received, the internal packaging, and the shipping label. I will compare the package record and respond with the available resolution by [TIME].

Setup or use help

I can help. For [PRODUCT], the verified steps are:

1. [STEP]
2. [STEP]
3. [STEP]

Important: [WARNING/LIMITATION]. If the issue continues, send a short video showing [SAFE DIAGNOSTIC] and the model/lot marking.

Cancellation request

I received your cancellation request for order [ORDER]. The current status is [STATUS]. I am reviewing the available in-platform action now and will respond before the platform deadline. Shipping the item does not by itself close the request, so I will update the request directly in TikTok Shop.

Return approved

Your return request for order [ORDER] has been approved in TikTok Shop. Please follow the return instructions and deadline shown in the order. Return the correct item in the received condition with all included parts. The refund step will follow the platform status and inspection process.

Refund approved

Your refund for order [ORDER] has been approved in TikTok Shop for [AMOUNT/ITEM]. Processing and posting time depend on the platform and payment method shown in your order. Please use the order page for the current status.

Replacement

The replacement option for [ITEM] is available in TikTok Shop. Please follow the return/drop-off instructions shown in the request. After the required return step is recorded, the replacement order will follow the platform fulfillment timeline. I will monitor the status here.

Negative review recovery

I am sorry the product experience did not match your expectation, especially [SPECIFIC ISSUE]. I reviewed order [ORDER] and can help through the available TikTok Shop after-sales options. If you message the order thread with [RELEVANT EVIDENCE], I will respond with the next step by [TIME].

Do not condition support on changing or removing a review.

Final follow-up

I am following up on order [ORDER]. The current resolution status is [STATUS], and the next expected step is [STEP] by [DATE/TIME]. If the status changes, I will update this message thread.

Daily and Weekly Operating System

Daily opening: 20 minutes

- [] Review Awaiting Shipment and SLA countdowns.
- [] Review cancellation, return, refund, and replacement timers.
- [] Confirm physical and platform stock for promoted SKUs.
- [] Check invalid or missing tracking and carrier exceptions.
- [] Check account-health and product notices.
- [] Check active promotions and GMV Max for price, spend, and stock risk.
- [] Assign every exception to an owner and due time.

Daily fulfillment: 20–40 minutes of control

- [] Verify SKU, variation, quantity, condition, and included items.
- [] Verify package data and selected service.
- [] Secure a real carrier acceptance scan.
- [] Reconcile unscanned packages before cutoff.
- [] Quarantine damaged or returned inventory.

Daily customer and creator desk: 20–30 minutes

- [] Answer purchase and order questions from verified facts.
- [] Resolve platform-timed after-sales actions.
- [] Review creator replies, samples, and draft content.
- [] Request precise revisions within one business day.
- [] Save high-risk evidence.

Daily growth: one action

Choose one:

- publish a controlled content test;
- film a new angle;
- improve one listing gap;
- send personalized creator outreach;
- update one supplier or product evidence gap;
- review one promotion or campaign guardrail.

Daily close: 10 minutes

- [] No unowned order near SLA.
- [] No unreviewed cancellation or after-sales timer.
- [] No unexplained stock mismatch.
- [] No unacknowledged account-health notice.
- [] Tomorrow's content and fulfillment priority are named.

Monday: business health

- reconcile prior-week delivered orders, refunds, fees, commission, ads, and settlements;
- update inventory and 13-week cash view;
- read current TikTok Shop policy and product updates;
- identify the primary constraint.

Tuesday: content batch

- review retention, product clicks, orders, and return signals;
- select four new angles and two improvements;
- use SpringBrand AI to create briefs and shot lists;
- film the batch.

Wednesday: creator pipeline

- add qualified prospects;
- send personalized invitations;
- approve samples through the scorecard;
- update rights and performance records.

Thursday: listing and offer

- review product-page conversion and search traffic;
- inspect top customer questions;
- fix one evidence-supported listing gap;
- model the full promotion stack.

Friday: operations and learning

- review fulfillment, returns, customer service, SPS, and account health;
- close corrective actions;
- decide scale, hold, revise, or stop;
- publish the one-page SpringBrand weekly brief.

Weekly report

Objective:
Primary constraint:
What changed:
Evidence:
Delivered contribution:
Customer/account risk:
Decision: scale / hold / revise / stop
Next experiment:
Owner/date:
Stop condition:

Monthly governance

- ☐ Recheck prohibited, restricted, category, content, fulfillment, and after-sales policies.
- ☐ Audit user and integration access.
- ☐ Revalidate supplier documents and brand authorization.
- ☐ Inspect return, defect, and negative-review trends.
- ☐ Review replacement, returnless-refund, cancellation, and shipping settings.
- ☐ Compare actual costs to workbook assumptions.
- ☐ Cancel unused tools and services.
- ☐ Archive listing, content, policy, and settlement evidence.

Compliance and Appeal Evidence Pack

Folder structure

```
01_notice
02_account
03_product-and-supplier
04_listing
05_content-and-creator
06_order-and-fulfillment
07_customer-and-aftersales
08_policy
09_corrective-action
10_submission
```

Case control

- Case/violation ID:
- Shop:
- SKU/order/content:
- Notice date/time:
- Appeal deadline:
- Current status:
- Owner:
- Requested resolution:

One-sentence issue

Dated timeline

Date/time	Event	Evidence file	Relevance
-----------	-------	---------------	-----------

Evidence index

No.	File	What it proves	Identifier match	Date/current?
-----	------	----------------	------------------	---------------

1

Account evidence

- [] legal and business identity
- [] address
- [] tax/business proof
- [] bank ownership
- [] user/access record
- [] registration submission snapshot

Product and supplier evidence

- [] invoice and payment
- [] manufacturer and model
- [] brand authorization
- [] material/ingredient specification
- [] test/certification tied to exact SKU
- [] label, warning, lot, and packaging
- [] sample inspection
- [] quality control and recall review

Listing evidence

- [] snapshot at relevant date
- [] title, category, attributes, description
- [] variation and inventory
- [] images and video
- [] approved claims sheet
- [] change history

Content and creator evidence

- [] source file and published URL
- [] script/brief
- [] approved claims
- [] disclosure
- [] product link and variation
- [] usage and ad authorization
- [] revision record

Order and fulfillment evidence

- [] order and SKU details
- [] pick/pack verification
- [] package/label photo
- [] tracking and carrier acceptance
- [] delivery status
- [] warehouse/carrier exception

Customer and after-sales evidence

- [] message thread
- [] return/refund/replacement request
- [] customer evidence
- [] return tracking
- [] inspection photos
- [] platform action and timestamp

Policy evidence

- Current official URL:
- Page title:
- Update/effective date:
- Relevant section:
- Why it applies:
- Conflicting or unclear information:

Corrective action

- Immediate risk stopped:
- Customer remediation:
- Listing/content/product change:
- Supplier or fulfillment change:
- SOP change:
- Training completed:
- Monitoring period:

Appeal draft

Issue:

Identifiers:

Timeline:

Facts and evidence:

- 1.
- 2.
- 3.

Current policy:

Corrective action:

Requested resolution:

Submission QA

- ☐ Every statement maps to evidence.
- ☐ Evidence matches the exact shop/SKU/order/content.
- ☐ Dates and versions are current.
- ☐ No unsupported accusation or legal conclusion.
- ☐ Corrective action is already implemented where possible.
- ☐ Requested resolution is specific.
- ☐ File names are clear and readable.
- ☐ Submission confirmation is saved.

Research Method and Evidence Standard

Verification window

- Live web verification: July 16, 2026.
- Market: TikTok Shop United States.
- Official pages: current US Academy, TikTok for Business Help Center, Creative Center, and US regulator guidance.
- Videos and community material: preference for 2025–2026, with older items retained only for durable concepts.

Evidence order

1. **Current TikTok Shop US policy pages:** eligibility, prohibited/restricted products, listings, content, affiliate, fulfillment, after-sales, and account health.
2. **Current feature guides and Seller Center:** interface, settings, workflows, feature access, analytics, and live countdowns.
3. **TikTok for Business Help Center:** Shop Ads and GMV Max.
4. **US government sources:** FTC, CPSC, FDA, USPTO, and IRS.
5. **Merchant-owned data:** listings, content, creator, order, settlement, cost, return, and customer records.
6. **Tool vendor pages:** current stated features and pricing.
7. **Independent video and community material:** problem discovery, workflow observation, and test ideas only.

When sources conflict, the current official policy and the merchant's live Seller Center control the operation.

Selection standard

A source was included when it met at least one need:

- defines a current platform rule;
- explains a current feature or workflow;
- contains a first-party tool or reporting method;
- supplies a US legal or regulatory starting point;
- demonstrates a practical operator workflow;
- reveals a recurring merchant problem that can be tested against official rules and shop data.

Community limits

Community posts overrepresent high-friction and high-emotion events. They are not prevalence estimates and may contain incorrect advice. In this package they are used to identify questions such as verification, violations, traffic volatility, profit reconciliation, creator recruitment, and held funds. The solution is then built from official rules, evidence, and merchant data.

Tool evaluation

Tools are evaluated by job, not by global rank:

- What repeated decision does the tool improve?
- Is US-market data available?
- Is the data first-party, estimated, or self-reported?
- Does the merchant know what action follows the answer?
- Does the likely value exceed the current cost?
- Can the result be verified in Seller Center or actual settlements?

Pricing is a point-in-time observation and must be rechecked before purchase.

Experiment standard

- Change one major variable at a time.
- Record old and new versions.
- Use delivered orders and contribution where possible.
- Segment by SKU, variation, creator, angle, channel, promotion, and cohort.
- State the expected direction, minimum evidence, decision date, and stop condition.
- Do not treat correlation, dashboard attribution, or one viral event as causal proof.

Maintenance cadence

Weekly

- Seller Center notices;
- Policy Pulse and product updates;
- product or content violations;
- feature access and countdowns;
- campaign and fulfillment changes.

Monthly

- prohibited and restricted products;
- listing and content quality;

- Affiliate settings;
- fulfillment and after-sales;
- account health and fees;
- tool pricing and access.

Before every new category or major campaign

- category qualification;
- product evidence and labeling;
- claims and creator brief;
- package and fulfillment;
- pricing and promotion stack;
- return and customer-service settings.

US Seller Community Signals

How to use this page

These links are not policy sources and do not represent all merchants. They surface questions that should be investigated with the current official rules and the shop's own data.

Recurring signals

Verification and early account health

Community posts describe merchants receiving qualification or account-health issues during setup. The preventive response is exact identity/business matching, complete evidence, dated submission screenshots, and a concise appeal pack.

- [Shop setup and early deactivation discussion](#)
- [Seller application violation discussion](#)

Violation and appeal friction

Posts report unclear product-quality notices and rejected appeals. Treat this as a reason to preserve sample, supplier, listing, content, order, and corrective-action evidence before a notice arrives.

- [Product-quality violation and appeal discussion](#)
- [Quality-violation system discussion](#)
- [Brand authorization discussion](#)

Traffic volatility and content fatigue

Posts describe inconsistent distribution and difficulty balancing native content with conversion. The useful response is a labeled angle portfolio and funnel diagnosis, not a hunt for a single algorithm trick.

- [Traffic and creative consistency discussion](#)
- [Seller motivation and traffic discussion](#)

Profit and settlement reconciliation

Posts ask why dashboard numbers do not match settlement or whether sales are generating profit. Use order-to-bank reconciliation and delivered contribution.

- [Profit tracking and settlement mismatch discussion](#)
- [Profit versus cash-cycling discussion](#)
- [Held funds and additional-information discussion](#)

Creator and LIVE recruiting

Posts show demand for commission-based LIVE talent. Define creator fit, terms, disclosure, rights, product truth, and economics before recruiting.

- [Commission-based LIVE seller recruiting discussion](#)

Community starting points

- [r/TikTokShopSellers](#)
- [Top posts from the past year](#)

Research rule

Convert a community signal into:

1. an official-policy check;
2. a data query;
3. an evidence requirement;
4. an SOP or experiment;
5. a stop condition.

Primary Source Library

Verified July 16, 2026. Use in this order: current TikTok Shop US policy -> current Seller Center/feature guide -> TikTok for Business Help Center -> US government guidance -> merchant data -> vendor documentation -> independent video/community experience.

A. Official learning and update hubs

1. [TikTok Shop US Academy](#) — official courses, policies, feature guides, and updates.
2. [US Academy latest policy page](#) — monitor new and changed rules.
3. [Policy Pulse: May 2026](#) — monthly policy-change summary.
4. [Policy Pulse: June 2026](#) — monthly policy-change summary.
5. [June 2026 Product Innovation](#) — Seller Assistant 2.0, campaign, price, inventory, email, dashboard, returns, and logistics updates.
6. [TikTok Shop Seller Center](#) — operational system of record.
7. [TikTok for Business Help Center](#) — current advertising documentation.
8. [TikTok Creative Center / TikTok One Creative Suite](#) — creative research and tools.
9. [TikTok Academy](#) — advertising learning.

B. Registration, account, and terms

10. [What's the difference between business types?](#) — Individual, Sole Proprietorship, Corporation, and Partnership; updated June 2026.
11. [Documents for an Individual Seller or Sole Proprietorship](#) — current identity, address, business, tax, and file guidance.
12. [Documents for a Corporation or Partnership](#) — entity documentation.
13. [How to register as a Corporation or Partnership](#) — registration workflow.
14. [How to register as an Individual](#) — individual registration workflow.
15. [INFORM Consumers Act Seller Requirements](#) — verification and disclosure duties.
16. [Seller Terms of Service for TikTok Shop US](#) — controlling seller terms.
17. [Account Health Rating Requirements](#) — account-health measurement.
18. [TikTok Shop Official Account Rights and Rules Upgrade](#) — current official-account rights and rules.
19. [How to use User Management](#) — roles and access.

C. Products, listings, and intellectual property

20. [Prohibited Products Policy](#) — products not permitted.
21. [Restricted Products Policy](#) — categories requiring additional control or qualification.
22. [Your Guide to Prohibited Products](#) — practical prohibited-product education.

23. [How to Avoid Promoting Prohibited Products](#) — promotional-content application.
24. [Product Listing Policy](#) — title, description, images, video, variations, claims, package data, and prohibited listing behavior.
25. [Product Listing: What You Need to Know](#) — listing course material.
26. [Product Detail Pages and Listing Quality Guidelines](#) — Poor/Fair/Good quality tiers and category-specific completeness.
27. [Upload images to generate a listing](#) — Seller Center image-assisted workflow.
28. [Guidelines for Listing Apparel Products](#) — apparel-specific guidance.
29. [Guidelines for Listing Beauty and Personal Care Products](#) — category-specific guidance.
30. [Requirements for Responsible Health-Related Content](#) — health-content requirements.
31. [Intellectual Property Policy](#) — platform IP rules.
32. [Intellectual Property Protection Center](#) — rights-holder tools.
33. [Requirements to Appeal Intellectual Property Violations](#) — appeal evidence.
34. [Requirements for Brand Authorization](#) — branded-product authorization.
35. [Avoiding Trademark Infringement with Shop Name and Profile](#) — shop identity risk.
36. [How to Avoid Counterfeits and Knockoffs](#) — authenticity guidance.

D. Fulfillment, shipping, and after-sales

37. [Fulfillment Policy](#) — current SLAs, scan, tracking, delivery, and performance rules.
38. [Logistics and Fulfillment: Shipping Options, Policies, and Best Practices](#) — training overview.
39. [Late Dispatch Rate Best Practices and FAQs](#) — operational prevention.
40. [Late Dispatch Rate Requirements](#) — metric and enforcement requirements.
41. [Valid Tracking Rate Requirements](#) — valid tracking rules.
42. [Guide to the Fulfillment Performance Page](#) — fulfillment diagnostics.
43. [Upgraded TikTok Shipping and Collections coverage and reimbursement](#) — program coverage.
44. [FBT Rate Card and FAQs](#) — current Fulfilled by TikTok economics and operations.
45. [2026 FBT April to September Incentive Program](#) — time-limited program; verify eligibility.
46. [Customer Order Cancellation, Return, and Refund Policy](#) — current cancellation, return, refund, replacement, and protection rules.
47. [Requirements for Managing Returns, Refunds, and Replacements](#) — seller workflow.
48. [Returns, Refunds, and Replacements Best Practices](#) — operator guidance.
49. [Guide to Managing Order Cancellations](#) — cancellation process.
50. [Non-Buyer Fault Return and Refund Rate Requirements](#) — product/customer outcome metric.
51. [Cancellation and Return Data Analytics User Manual](#) — analytics workflow.
52. [Order Management and Cancellations](#) — operational guide.
53. [Requirements for Aftersales Dispute Escalations](#) — escalation rules.

E. Shop performance and customer service

- 54. [Guide to Shop Performance Score](#) — SPS dimensions, metrics, benchmarks, and benefits.
- 55. [Monitoring and Analyzing Customer Service Performance](#) — service dashboard.
- 56. [Requirements for the 24-Hour Response Rate Metric](#) — message response requirements.
- 57. [How to Appeal Shop Performance Score](#) — SPS appeal process.

F. Affiliate creators

- 58. [Setting Up Affiliate Collaborations](#) — Open and Target Collaboration, commission, samples, and invites.
- 59. [Eight Tips for Successful Seller and Creator Matchmaking](#) — creator selection.
- 60. [Affiliate Marketing Policy](#) — affiliate rules.
- 61. [Open Collaboration One Click Solution](#) — scalable Open Collaboration setup.
- 62. [How to use Affiliate Links](#) — affiliate-link workflow.
- 63. [How to Set Up and Manage Samples](#) — sample requests and settings.
- 64. [How to use Manage Creators](#) — creator pipeline.
- 65. [How to use Exclusive Collaborations](#) — exclusivity controls.
- 66. [Creator Partner Access](#) — authorized partner access.
- 67. [Market Insights for Creators](#) — creator-side market signals.

G. Content, video, and LIVE

- 68. [Content Policy](#) — controlling promotional-content policy.
- 69. [Requirements for High-Quality Videos and LIVEs](#) — dynamic, interactive, product-centered content.
- 70. [Shoppable Video Content Management](#) — content-management tools.
- 71. [Suggestions for Creating High-Quality Shoppable Videos](#) — production practices.
- 72. [Content Quality Guidelines](#) — quality requirements.
- 73. [Shoppable Video Tools](#) — official creation tools.
- 74. [Your 2026 Content Success Guide](#) — current content education.
- 75. [LIVE Manager](#) — LIVE operations.

H. Analytics, fees, promotions, and GMV Max

- 76. [Shop Tab and Search Analytics](#) — first-party discovery data.
- 77. [Seller Analytics: Product Traffic Analysis](#) — product funnel analysis.
- 78. [How to Use Earnings Analytics](#) — creator/earnings analytics.
- 79. [Referral Fees by Category](#) — current category table; page updated May 2026.
- 80. [Sales Tax on Referral Fees](#) — fee-tax update effective November 2025.
- 81. [US Smart Promotion Introduction and FAQ](#) — promotion feature.

- 82. [Campaign Registration with GMV Max](#) — campaign workflow.
- 83. [How to Request GMV Max Authorization](#) — account and creator permissions.
- 84. [Co-funded Ads](#) — current co-funding feature.
- 85. [GMV Max migration for TikTok Shop Ads](#) — current Shop Ads campaign direction.
- 86. [About Product GMV Max](#) — total-channel optimization and attribution.
- 87. [About LIVE GMV Max](#) — LIVE campaign overview.
- 88. [GMV Max Guidelines](#) — primary ad account and campaign interactions.
- 89. [Best Practices for Product GMV Max](#) — optimization guidance.
- 90. [About GMV Max Campaigns in Ads Manager](#) — Ads Manager workflow.
- 91. [Creative Center Top Ads](#) — high-performing creative research.
- 92. [Creative Center Top Products](#) — product trend research.
- 93. [Creative Center Trends](#) — hashtag, song, creator, and video signals.

I. Tools for a solo merchant

- 94. [Pippit](#) — creative agent and product/marketing-video workflows.
- 95. [FastMoss](#) — vendor-described product, creator, shop, video, LIVE, and ad analytics.
- 96. [FastMoss pricing](#) — current plan and usage limits.
- 97. [Shopplus](#) — vendor-described product, influencer, video, and shop analytics.
- 98. [Shopplus pricing](#) — current plan and usage limits.

Vendor claims and estimated commerce data should be tested against first-party and actual merchant records.

J. US advertising, product safety, food, cosmetics, IP, and tax starting points

- 99. [FTC: Endorsements, Influencers, and Reviews](#) — disclosures and endorsements.
- 100. [FTC: Disclosures 101 for Social Media Influencers](#) — practical disclosure guide.
- 101. [FTC: Complying with the Made in USA Standard](#) — origin claims.
- 102. [FTC: Health Products Compliance Guidance](#) — health-claim substantiation.
- 103. [FTC Health Claims hub](#) — enforcement and guidance.
- 104. [CPSC Online Sellers' Safety Guide](#) — e-commerce product safety.
- 105. [CPSC Common E-Commerce Safety Violations](#) — recurring compliance errors.
- 106. [CPSC Business Education](#) — category-specific requirements and Small Business Ombudsman.
- 107. [CPSC Retailer Responsibilities](#) — retailer safety duties.
- 108. [FDA Label Claims for Food and Dietary Supplements](#) — claim categories.
- 109. [FDA Dietary Supplement Labeling Guide](#) — labeling reference.
- 110. [FDA Small Businesses and Homemade Cosmetics](#) — cosmetics starting point.
- 111. [FDA Cosmetics Labeling Claims](#) — cosmetic versus drug claims.
- 112. [FDA MoCRA overview](#) — modern cosmetics regulation.

- 113. [USPTO Trademark Basics](#) — mark selection and registration.
- 114. [IRS: Get an Employer Identification Number](#) — official EIN process.

K. Videos and extended tutorials

These are experience-level learning aids. Verify every rule, fee, interface, and claim against the official pages above.

- 115. [TikTok Shop Seller Webinar post](#) — official seller webinar promotion/source entry.
- 116. [Beginner's Guide to TikTok Shop Seller in 2026](#) — long-form independent course.
- 117. [TikTok Shop Seller Tutorial for Complete Beginners](#) — long-form interface and workflow tutorial.
- 118. [TikTok Shop 2026: Print-on-Demand with Printify](#) — provider-specific workflow.
- 119. [FastMoss Review and Walkthrough](#) — third-party analytics tool demonstration.

L. Seller communities and problem discovery

- 120. [r/TikTokShopSellers](#) — public merchant community.
- 121. [Top TikTokShopSellers posts from the past year](#) — recurring high-friction topics.
- 122. [Verification and early deactivation discussion](#)
- 123. [Product-quality appeal discussion](#)
- 124. [Traffic and creative consistency discussion](#)
- 125. [Profit tracking and settlement mismatch discussion](#)
- 126. [Commission-based LIVE seller recruiting discussion](#)
- 127. [Brand-authorization discussion](#)
- 128. [Quality-violation system discussion](#)
- 129. [Profit versus cash-cycling discussion](#)
- 130. [Held funds and evidence-request discussion](#)

Community posts are questions and experiences, not verified policy or representative prevalence.

How to study this library

- Opening a shop: 1–19.
- Selecting and listing products: 20–36, 99–114.
- Fulfillment and service: 37–57.
- Creators and content: 58–75, 99–100.
- Promotion, data, and paid growth: 76–98.
- Operator perspectives: 115–130.

Convert every useful item into a field, evidence requirement, SOP, experiment, or stop condition.

End of manual