FIRST EDITION / $5 USD

TikTok Growth Lab

Part II

Content and Storytelling

A 200-page guided workbook for building useful TikTok content and learning from audience response.

24 chapters / Lessons, worked examples, practical experiments, and written reflection

Volume II of the five-part series / Build an Audience That Comes Back.

START HERE

How to use this workbook

Read one chapter at a time. Each applied case occupies eight pages and moves from a lesson to a worked example, a production audit, an experiment, a busy-day plan, an observation record, a review, and a transfer exercise.

Use the writing space to turn an idea into a decision. You can type answers in a separate document or print selected pages. The PDF is a write-in workbook with open response areas.

Choose one active content test at a time. Other chapters can help you understand your plan without becoming additional daily assignments.

Each volume has six teaching units, each practised through four fictional account cases. Figures and examples are illustrative. Check current TikTok tools, account eligibility, permissions, and official guidance before publication.

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BEFORE CHAPTER ONE

Your starting point

Describe your account purpose, intended viewer, production resources, and one question you can answer accurately. If you have no account yet, use a fictional practice brief.

What audience value can you produce and review within your available time?

CASE 01 / UNDERSTAND

Turn one question into one promise / Case 1

A useful post has a specific viewer question and a payoff that can be delivered on screen or in a clear explanation. Reduce competing ideas before scripting. A short video can be complete when it solves one small problem well. State what a viewer can recognize, make, or decide by the end. Apply the lesson to the fictional account Mothlight Plant Club. Work within one phone, a window, and a single plant demonstration.

Check the actual evidence, permissions, and current in-app options before publishing. No follower increase is guaranteed. Practice runtimes and schedules are editorial choices rather than platform requirements.

What evidence would show that your draft helps new apartment gardeners place a saucer so runoff stays off a shelf?

CASE 01 / OBSERVE

Follow a worked example

For Mothlight Plant Club, answer Where does the water go after watering?. Promise a visible way to place a saucer so runoff stays off a shelf, then identify the shot that will prove the result. This is a worked planning example, not a reported performance result.

Identify the audience, question, promised payoff, and evidence in the example. Write what you would need to film, explain, or measure to verify the draft.

Which part of this example fits your situation, and which part needs changing?

CASE 01 / AUDIT

Audit the brief or current draft

Use the fictional brief, a draft, or your own recent post. Record the audience question, current opening, evidence, ending, and missing information. Distinguish observed audience behavior from your interpretation.

Connect this observation to the chapter topic.

Turn one question into one promise / Case 1

Brief / current version / missing evidence / likely production issue

CASE 01 / ACT

Try one small experiment

Write three promise options, choose one, and underline the evidence needed to deliver it. Use Mothlight Plant Club and the question Where does the water go after watering? Save a draft and record the one change you made after checking it.

Define the draft you will produce, the variable you will change, the checks required before release, and a realistic production slot. Save the original and revised versions.

My experiment and the observation I will collect

CASE 01 / ADAPT

Troubleshoot the first draft

Check the actual evidence, permissions, and current in-app options before publishing. No follower increase is guaranteed. Practice runtimes and schedules are editorial choices rather than platform requirements.

Identify one likely failure such as unclear audience relevance, missing evidence, unreadable text, poor sound, a misleading comparison, or an unavailable metric. Write the smallest repair and how you will verify it.

If this obstacle happens, what will I do, and when will I review the plan?

CASE 01 / NOTICE

Record what actually happened

After a draft test or a published post, record the version, date, account, observation window, and available result. Label fictional data as practice data. Do not treat missing analytics as zero.

Record at least one contextual detail that could explain the result. Include what helped as well as what got in the way.

Date / version / observation window / result / limitations

CASE 01 / REVIEW

Choose the next adjustment

What evidence would show that your draft helps new apartment gardeners place a saucer so runoff stays off a shelf?

Compare your plan with your record. Identify a specific observation that supports keeping, reducing, moving, or replacing the action. Change one element so the next attempt remains interpretable.

Evidence, decision, next action, and review date

CASE 01 / TRANSFER

Carry the lesson forward

Choose a second situation where this chapter could help. Identify what stays useful and what changes with the new context. Keep this as a future possibility until you have capacity to test it.

Return to the worked example if you need a concrete model.

For Mothlight Plant Club, answer Where does the water go after watering?. Promise a visible way to place a saucer so runoff stays off a shelf, then identify the shot that will prove the result. This is a worked planning example, not a reported performance result.

A second situation, the necessary adaptation, and a realistic next opportunity