CREATOR CART LAB / DIGITAL LEARNING LIBRARY

Launch Workbook

Your practical companion to the Affiliate Launch Guide.

Product and publishing checklists, creative briefs, the full 30-day practice calendar and a reusable weekly review.

Independent education. No earnings, sales or account-approval guarantee. Eligibility, program terms and platform rules may change. Check current official requirements before acting.

Research baseline: November 12, 2026. Personal learning and lawful adaptation of the included frameworks.

Open the interactive InfoApp

How to use this workbook

Begin with the product and publishing checklist. Complete a creative brief using observations you can substantiate. Follow the 30-day practice plan at a pace that respects your account permissions, availability and budget. Review your evidence each week.

Keep private identity, payment and customer data out of these worksheets. No TikTok account or identity-document upload is needed to use the educational planner.

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Product & publishing checklist

Eligibility

☐ Read the current official US requirements and account limits.

☐ Use your real location and identity; no bypasses.

☐ Confirm that shoppable access is available to this account.

Product Research

☐ Exact product and variant are identified.

☐ Audience problem and ordinary use are clear.

☐ Current price, commission terms and availability checked.

☐ Recent positive and negative reviews considered.

☐ Product instructions and safety limitations read.

☐ Each research score has evidence; safety concerns override score.

Before Recording

☐ Test the product personally before making experience claims.

☐ Separate observed facts from specifications and assumptions.

☐ Include one honest limitation.

☐ Plan clear spoken/on-screen affiliate and sample disclosure.

☐ Use original footage and permitted audio/assets.

Before Publishing

☐ Linked product and shown variant match.

☐ Claims are supported and permitted.

☐ Disclosure is noticeable in the video, not only the caption.

☐ Text is readable; audio is understandable.

- ☐ Product link and listing are current.
- ☐ Account permissions and posting limits are respected.
- ☐ No fake reviews, fake scarcity, deceptive editing or guarantees.

After Publishing

- ☐ Record post label, date, product and hook.
- ☐ Compare matching observation windows.
- ☐ Track estimated, settled and cash received separately.
- ☐ Record costs once, not repeatedly.
- ☐ Write one lesson and one bounded next test.

Creative brief

Fill in the facts before you film. Keep a copy for each exact product and variant.

Audience:

Specific problem:

Exact product / variant / listing:

What I personally observed:

Specification source, if used:

One limitation / who it may not suit:

Affiliate disclosure wording:

Sample relationship disclosure, if applicable:

Hook:

Shot 1 — the problem:

Shot 2 — the exact product:

Shot 3 — setup:

Shot 4 — ordinary use:

Shot 5 — observed result / limitation:

Next step for the viewer:

Asset / music permissions:

Account posting limits checked on:

Question or metric this video tests:

Observation window:

45-minute recording plan

10 minutes: prepare product, instructions, light and disclosure.

20 minutes: record original shots and alternate openings.

10 minutes: select usable shots and check factual accuracy.

5 minutes: note gaps; schedule editing separately.

Do not rush safety or disclosure to meet a time target.

Your recording plan

Product / date: _____

Three real questions this batch will answer:

Missing shots, factual checks and next editing step:

30-day practice calendar

This is a flexible learning plan, not a results promise. Adjust for your account permissions, product availability and current posting limits. If not eligible, substitute ordinary filming practice or non-shoppable educational content.

Practice days 1–7

DAY	PRACTICE ACTION	DONE / NOTES
1	Check US eligibility and record the date	☐ _____
2	Choose one audience and ten practical questions	☐ _____
3	Inventory products you already own	☐ _____
4	Set a sample budget and time limit	☐ _____
5	Shortlist five exact product listings	☐ _____
6	Score product fit and reliability	☐ _____
7	Review week one and choose one item	☐ _____

Practice days 8–14

DAY	PRACTICE ACTION	DONE / NOTES
8	Read product instructions and test normal use	☐ _____
9	Write three observed facts and one limitation	☐ _____
10	Draft three honest openings	☐ _____
11	Record a five-shot demonstration	☐ _____
12	Add clear disclosure and readable captions	☐ _____
13	Check exact product link and account permissions	☐ _____
14	Review week two and revise the draft	☐ _____

Practice days 15–21

DAY	PRACTICE ACTION	DONE / NOTES
15	Publish if eligible; otherwise rehearse without a shop link	☐ _____
16	Log views, clicks and orders using matching windows	☐ _____
17	Answer one genuine product question	☐ _____
18	Record a different demonstration angle	☐ _____
19	Review comments without collecting personal details	☐ _____
20	Check listing availability and current terms	☐ _____
21	Review week three and reconcile costs	☐ _____

Practice days 22–28

DAY	PRACTICE ACTION	DONE / NOTES
22	Choose one variable for a creative comparison	☐ _____
23	Film two clear opening variants	☐ _____
24	Publish within your account limits or save for practice	☐ _____
25	Compare observations over similar time windows	☐ _____
26	Reconcile estimated versus settled commission	☐ _____
27	Check product quality and unanswered questions	☐ _____
28	Make keep, revise and stop decisions	☐ _____

Practice days 29–30

DAY	PRACTICE ACTION	DONE / NOTES
29	Plan a second cycle within your budget	☐ _____
30	Export your notes and write a 30-day learning review	☐ _____

Weekly review

Review evidence and costs before committing more time or money. Estimated commission, settled commission and cash received are separate numbers.

Week / date:

Eligibility or account-limit changes:

Products researched / tested:

Content created and published:

Most useful genuine viewer question:

What the matching-window metrics suggest:

What remains uncertain:

Estimated commission:

Settled commission:

Cash received:

Costs (do not double count):

Keep decision + evidence:

Revise decision + evidence:

Stop decision + evidence:

Next experiment and one variable:

Maximum additional budget and time:

Next review date:

A review supports decisions. It does not guarantee income.