CREATOR CART LAB / DIGITAL LEARNING LIBRARY

Optimization Lab Guide

Creative experiments, commission arithmetic, LIVE rehearsal and decision rules.

Complete original written lessons with action steps, knowledge checks and space to record your work.

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

Your learning path

Use the interactive app alongside this guide. Read each lesson, complete its action step, then answer the knowledge check. Answers are collected at the end.

06 / Optimization Lab • optional upgrade

06-1 Design a simple creative experiment

06-2 Model goals without promising earnings

06-3 Explore LIVE responsibly

06-4 Use decision rules to control costs

MODULE 06 / OPTIMIZATION LAB

Design a simple creative experiment

Choose one decision you want the test to inform. For example: does a direct demonstration opening explain this product more clearly than a question opening? Organic posts are not randomized laboratory experiments, so treat the results as directional.

Put it into practice

Use two variants with the same exact product and a similar message. Change the opening while keeping the demonstration and disclosure clear. Record publication time and the observation window. Avoid a universal minimum sample claim: traffic and account context vary. If there is too little data, record “inconclusive” and gather more observations within your budget.

Your action step

Write a hypothesis, the variable, the metric and the review date in your notebook. Define what an inconclusive result would look like.

Knowledge check

Do organic comparisons prove causation?

1. Always

2. No; they provide directional evidence

3. Only with expensive software

Your exercise notes

MODULE 06 / OPTIMIZATION LAB

Model goals without promising earnings

Use the calculator to understand arithmetic, not to predict your income. At a $30 eligible sale price and 10% commission, one qualifying sale would yield $3 gross commission under that simplified assumption. Returns, cancellations, fees where applicable, taxes and costs can change the outcome.

Put it into practice

A $300 gross commission goal would require 100 such sales; $2,800 would require 934 because orders are whole units. These are hypothetical scenarios with no time promise or likelihood attached. If you assume a click-to-order rate, the calculator estimates the clicks that mathematical model needs. Replace assumptions with your own settled data when available.

Your action step

Try three commission rates and write how the required order count changes. Then subtract your actual costs separately.

Knowledge check

Does the calculator predict your future earnings?

1. Yes

2. No, it models assumptions

3. Only for US accounts

Your exercise notes

MODULE 06 / OPTIMIZATION LAB

Explore LIVE responsibly

LIVE can allow a fuller demonstration and answers, if your account has access. It does not remove disclosure obligations or guarantee sales. Check eligibility, current limits and the linked product before scheduling.

Put it into practice

Plan a short session with an opening disclosure, the exact product, a real demonstration, a limitation and answers to relevant questions. Repeat disclosures for people joining later. Moderate abusive comments, avoid collecting personal information in chat and do not manufacture viewer activity. If a question requires expertise you do not have, refer it to a qualified source. Rehearse offline first.

Your action step

Create a ten-minute rehearsal plan: introduction, disclosure, demonstration, fit questions, limitation and closing recap.

Knowledge check

Why repeat a disclosure during LIVE?

1. To help viewers who join later

2. To guarantee higher sales

3. To replace accurate claims

Your exercise notes

MODULE 06 / OPTIMIZATION LAB

Use decision rules to control costs

A decision rule helps prevent emotional spending. Before buying more samples, decide what evidence would justify another test and what budget limit would make you pause. No single engagement metric proves a product is profitable.

Put it into practice

Review product availability, viewer questions, eligible order economics, cancellations, costs and your available time. Keep an item when the evidence supports another bounded test; revise the creative when the product fits but the explanation is weak; stop when safety, quality or cost makes the test unsuitable. Save the reasoning so your next cycle starts with what you learned.

Your action step

Write one keep, one revise and one stop decision. Include the evidence and the maximum extra money and time you will commit.

Knowledge check

What is a sensible reason to stop?

1. A safety concern or exceeded budget

2. A competitor posted yesterday

3. A claim that every item must work

Your exercise notes

Knowledge-check answers

Use the answer key to review your reasoning. Completing a quiz is a learning aid, not professional certification.

06-1 — Design a simple creative experiment
2. No; they provide directional evidence

06-2 — Model goals without promising earnings
2. No, it models assumptions

06-3 — Explore LIVE responsibly
1. To help viewers who join later

06-4 — Use decision rules to control costs
1. A safety concern or exceeded budget