

Free TikTok Beginner Starter Pack

Use this workbook with the Calxo AI TikTok beginner guide. Keep the first version simple: one audience, one subject, one viewer question, one useful video.

My TikTok niche

Audience - who am I trying to help?

Subject - what will I talk about repeatedly?

Value - what will someone get from watching?

Account promise - why should someone follow?

My 3 Content Pillars

Content pillars are repeatable buckets. Each pillar should fit the same audience and generate many videos.

Pillar 1

Questions this pillar can answer

Pillar 2

Questions this pillar can answer

Pillar 3

Questions this pillar can answer

My First 10 Video Ideas

Write ideas as viewer questions, not vague topics. A question is easier to turn into a hook and script.

#	Viewer question	Format	Hook idea
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

My First Video Script

Use one clear structure: Hook, Context, Value, Payoff, Action. The script can be short; the order is what matters.

Hook - first line viewers hear or read

Context - why this matters

Value - steps, example, or explanation

Payoff - result or lesson

Action - save, comment, compare, or try a tool

Recording Checklist

Record for the phone screen. Clear sound and readable framing matter more than complicated effects.

- ☐ Phone is vertical for normal feed video
- ☐ Lens is clean
- ☐ Face, hands, or subject are well lit
- ☐ Room is quiet enough for speech
- ☐ Background is not distracting
- ☐ Important text is away from the lower and right screen controls
- ☐ A 5-second test recording is checked
- ☐ Extra B-roll clips are recorded if the video needs them

Shot list for this video

Posting Checklist

Before posting, check whether the final video still answers the original viewer question.

- ☐ The hook appears in the first few seconds
- ☐ Unnecessary pauses and repeated lines are removed
- ☐ Captions are added when speech matters
- ☐ Cover text clearly says what the video is about
- ☐ Caption includes natural topic words without hashtag stuffing
- ☐ Any sponsor, affiliate, or free-product relationship is disclosed
- ☐ The next step feels natural for the viewer

Caption draft**Cover text****Hashtags or search phrases**

Post-Performance Tracker

Track small batches, not one isolated post. Use the numbers to improve the next hook, topic, or format.

Video	Views	Watch time	Saves	Comments	Shares	Follows

What should I repeat or change next?
