

THE 6-STEP GROWTH SYSTEM

The 6-Step Growth System.

How We Scale TikTok Shops From Zero to Six Figures Using the Exact System
Behind More Than \$20 Million in GMV.



Haseef Bashir

Founder, Brand Buddies

*Hope doesn't scale.
Systems do.*

01 • THE PROBLEM

Why 90% of Brands Fail on TikTok Shop (And Keep Repeating the Same 3 Mistakes)

Most brands treat TikTok Shop like every other channel. They throw product at creators, cross their fingers, and call it a "strategy." Then they wonder why nothing works.

After scaling 60+ brands to more than \$20 million in combined TikTok Shop revenue, I can tell you exactly where it breaks.

1

Mass outreach, zero vetting.

Brands approve every single creator who applies. They ship 500 samples to random affiliates without any competitor research, without winning angles, without hooks, without anything. Then they pray that 10 of those 500 videos will actually convert. That is not a strategy. That is a lottery ticket.

2

No training, no briefs, no feedback.

Creators get a product in the mail and a message that says "make it fun." No hooks. No angles. No examples. No shot lists. They have zero idea what converts on TikTok Shop because nobody told them. So the content is generic, the conversion rate is flat, and the brand blames the platform.

3

Running ads without enough content to sustain them.

Brands launch GMV Max campaigns without a consistent flow of content coming in every day. The campaign cannot even spend its daily budget because there is not enough creative to test. Creative fatigue hits by day 4 or 5. The brand pulls budget and says "TikTok Shop doesn't work for us." The reality is they need to produce content at scale, test at scale, and figure out as early as possible what is working so they can double down on it.

These three mistakes feed each other. Fix one without the others and nothing changes. You need a system that solves all three at the same time.

That is what the 6-Step Growth System does.

02 · THE SYSTEM

The 6-Step Growth System: A Complete Picture.

Each step builds on the one before it. Skip one and you will feel it. Run all six and revenue starts compounding.

1

Build a Strong Creator Pipeline

Filter for quality. Only ship samples to creators who actually fit your niche.

2

Create Detailed Creator Briefs

Give creators everything they need to make content that converts. No guessing.

3

Build a WhatsApp Community

Daily training, real-time feedback, and accountability. Turn random affiliates into a team.

4

Add Performance Bonuses

Incentivize output. Creators who perform get rewarded. Everyone else sees what is possible.

5

Add Retainer Creators for Quality Control

Lock in your best performers on monthly contracts. Guarantee consistent, high quality content every week.

6

Relaunch GMV Max Correctly

Only feed proven content into paid campaigns. Scale budget gradually. Kill losers fast, scale winners faster.

**THE RESULT**

Better creators make better content. Better content feeds better ads. Better ads drive more revenue. More revenue funds more creators. **Once this loop starts, it accelerates on its own.**

01

STEP 1 · BUILD A STRONG CREATOR PIPELINE

Stop Approving Every Creator Who Applies.

The single biggest waste of money on TikTok Shop is not bad ads. It is shipping free product to creators who will never post.

Most brands run an open door policy. Anyone applies, anyone gets approved, anyone gets a sample. The result? Hundreds of samples sitting in apartments across the country, never opened, never filmed, never posted.

What we do instead

We manually review every single creator before a sample ships. Every one. We look at their content quality, their niche fit, their posting frequency, and their engagement rate. Not follower count. Follower count means almost nothing on TikTok Shop.

A nurse with 4,000 followers will outsell a lifestyle influencer with 200,000 followers when the product is a supplement. A mom with 3,000 followers will outperform a fashion creator with 50,000 followers when the product is a baby item. TikTok Shop is not an attention marketplace. It is a **belief marketplace**. The creator's audience has to already believe in the type of product you sell.

The vetting checklist we use

- 1 Does the creator already make content in your product category?
- 2 Is their engagement rate above 3% (not just follower count)?
- 3 Do they post consistently (at least 3 times per week)?
- 4 Does their content quality match what converts on TikTok Shop?
- 5 Does their audience demographic match your target buyer?

If a creator does not pass all five, they do not get a sample. Period.

THE MATH THAT MATTERS

40 handpicked creators doing 2 to 4 videos per week = **80 to 160 quality videos weekly**. Compare that to 500 random affiliates producing maybe 15 usable videos per month. One approach compounds. The other one just burns cash.



COMMON MISTAKE

Brands look at follower count first. Stop. A creator with 8,000 followers who genuinely uses your type of product will generate more sales than a creator with 300,000 followers who treats your product like another PR package.

02

STEP 2 · CREATE DETAILED CREATOR BRIEFS

Tell Creators Exactly What Converts.

Here is what most brands send their creators: a product, a thank you card, and a message that says "feel free to get creative." That is not a brief. That is an abdication of responsibility.

Creators are not marketers. They are content makers. They know how to hold attention and build trust with their audience. But they do not know your product positioning, your best-performing angles, or what type of hook drives purchases versus just views.

What we actually send creators

We send every creator a full brief built as Canva slides. Not a wall of text. Visual slides that include live video examples of what is converting right now, the hooks that are already working, clear CTAs, and specific content ideas they can run with.

On top of that, we include a one-pager with QR codes that link to the top performing videos for that product. Creators scan the codes on their phone, watch real examples that are driving sales, and immediately understand what "good" looks like. No guessing.

What the brief covers

Proven hooks (3 to 5 options): Specific opening lines that have already converted. Not vague suggestions. Actual sentences they can use or adapt.

Video structure: What to show first (the problem), second (the product in use), third (the result). Videos that convert follow a pattern: hook, problem, product, proof, call to action.

Live video examples: Real TikTok videos from other creators that are performing well right now. Creators learn by watching, not by reading.

What NOT to do: Short list of things that kill conversion. Do not start with "Hey guys." Do not show the product box for the first 5 seconds. Do not use trending audio if it drowns out your voice.

Clear CTA instructions: Tell creators exactly what to say at the end. "Link is in my bio" does not work on TikTok Shop. "Tap the orange button below this video" does.

WHY THIS MATTERS

The difference between a creator who gets a proper brief and one who does not is the difference between a **0.3% conversion rate and a 5% conversion rate**. We have seen it across 60+ brands. The brief does the heavy lifting before the camera even turns on.



COMMON MISTAKE

Making the brief too long. If it is more than 2 pages, creators will not read it. One page of specifics beats ten pages of guidelines every time.

03

STEP 3 • BUILD A WHATSAPP COMMUNITY

Turn Random Creators Into a Sales Force.

This is the step that separates agencies that generate noise from agencies that generate revenue. And almost nobody does it.

Most brands (and most agencies) manage creators through a dashboard. They send a mass email, check a spreadsheet, and hope the content improves over time. It does not. Without active training, content quality stays flat or gets worse as creators lose interest.

What we build instead

A WhatsApp community where an affiliate manager is present every single day. Not checking in once a week. **Every day.**

What happens in the community daily

Content ideas: Every morning, the manager shares 2 to 3 specific content angles based on what is currently performing. "Videos that start with a before/after comparison are converting 3x higher this week" is the kind of message that changes behavior.

Video reviews: When a creator posts a draft, the manager gives one specific, actionable piece of feedback. Not "looks great!" Something like "Your hook is strong but you lost momentum at the 8-second mark."

Top performer sharing: When a video takes off, the manager shares it with the group and explains why it worked. This creates a learning loop.

Performance updates: Sharing which videos are getting traction, which hooks are converting, what GMV Max is spending on. When creators see their content picked up, they post more.

Energy and accountability: When creators feel like part of a team instead of a freelance gig, their behavior changes. Posting rates climb from 10% to 40%+ once the community gets rolling.

OVER TIME

Month one, creators post when they remember. Month two, they post because they see others in the group winning. By month three, creators start sharing ideas with each other without being asked. **The community carries its own weight.**



COMMON MISTAKE

Creating a WhatsApp group and treating it like a broadcast channel. If the manager is only sending announcements and never engaging in real conversation, the group dies within 2 weeks.

04

STEP 4 · ADD PERFORMANCE BONUSES

Pay Creators to Perform, Not Just to Post.

Commission structures on TikTok Shop are table stakes. Every brand offers 15 to 25% commission. That is the baseline. It is not a differentiator and it is not enough to change behavior. What changes behavior is a performance bonus system layered on top of commission.

How we structure it

Tier-based rewards tied to GMV milestones. The exact numbers depend on the brand's margins and product category, but here is an example:

GMV MILESTONE	BONUS	% OF GMV
\$2,000	\$150 to \$200	~10%
\$5,000	\$400 to \$500	~10%
\$10,000	\$800 to \$1,000	~10%

These are examples. Every brand's bonus structure gets tailored to their specific margins and goals. Bonuses are paid weekly. A leaderboard gets posted every Monday. Top performers get public recognition in the WhatsApp community.

Why this works

When a creator has your product plus 10 other samples on their desk, they prioritize the brand that makes the math worth it. But it is more than money. The leaderboard creates competition. When a creator sees someone else hit \$10K in a week, they think "I can do that."

Setting commission structure from Day 1

Most brands set a flat 15% commission across all products and wonder why creators pick other brands. Set your standard commission at **20 to 25%**, then bump your hero SKU to **30 to 35%**. When a creator is choosing between your brand and three other supplements on their desk, the higher commission on your best seller wins that decision immediately.



COMMON MISTAKE

Making bonuses too hard to reach. If only your top 2 creators can realistically hit the first tier, the system does not motivate anyone else. Set the entry tier low enough that 20 to 30% of active creators can reach it.

05

STEP 5 · ADD RETAINER CREATORS

Lock In Your Best Performers.

Affiliate content is powerful but unpredictable. Creators post when they want. Some weeks you get 30 videos. Other weeks you get 5. Quality swings just as much. **Retainer creators solve this.**

What a retainer arrangement looks like

You take your top 3 to 5 performing creators (identified through Steps 3 and 4) and offer them a monthly retainer contract. For some creators, that means 30 videos in 30 days. For others, especially those with a higher price point, we test with 10 to 15 videos first.

The key is flexibility. Every retainer deal gets tailored to the creator's capacity and the brand's budget. They get full scripts with specific hooks, angles, and CTAs. Every video is reviewed before it goes live. And they get first access to new products.

Why retainer creators matter

They set the content standard. When your retainer creators are putting out high quality, well-structured videos every week, two things happen. First, the algorithm gets a consistent feed of quality content to test. Second, the affiliate community sees what "good" looks like and the bar rises for everyone.

What retainer creators receive

- 1 Monthly guaranteed pay (varies by niche and volume)
- 2 Full scripts with hooks, shot lists, and CTAs
- 3 Pre-upload video review and feedback
- 4 First access to new products
- 5 Exclusive bonus tiers

THE CONTENT QUALITY FLYWHEEL

Retainer creators produce the strongest content. That content gets the most traction. Other creators in the community see those videos performing and start modeling their own work after them. **The bar rises for everyone.**



COMMON MISTAKE

Signing retainer creators too early. If you lock in a creator before they have proven they can convert, you are paying for content that might look good but does not sell. Let the data pick your retainers, not your gut.

06

STEP 6 • RELAUNCH GMV MAX CORRECTLY

Let GMV Max Do What It Does Best.

This is where most brands start. And that is exactly why they fail. GMV Max automatically picks up all the creatives available in your shop and spends on those with conversion potential. If your shop only has 5 mediocre videos, GMV Max has nothing to work with. The campaign cannot spend its daily budget. Creative fatigue hits by day 4 or 5.

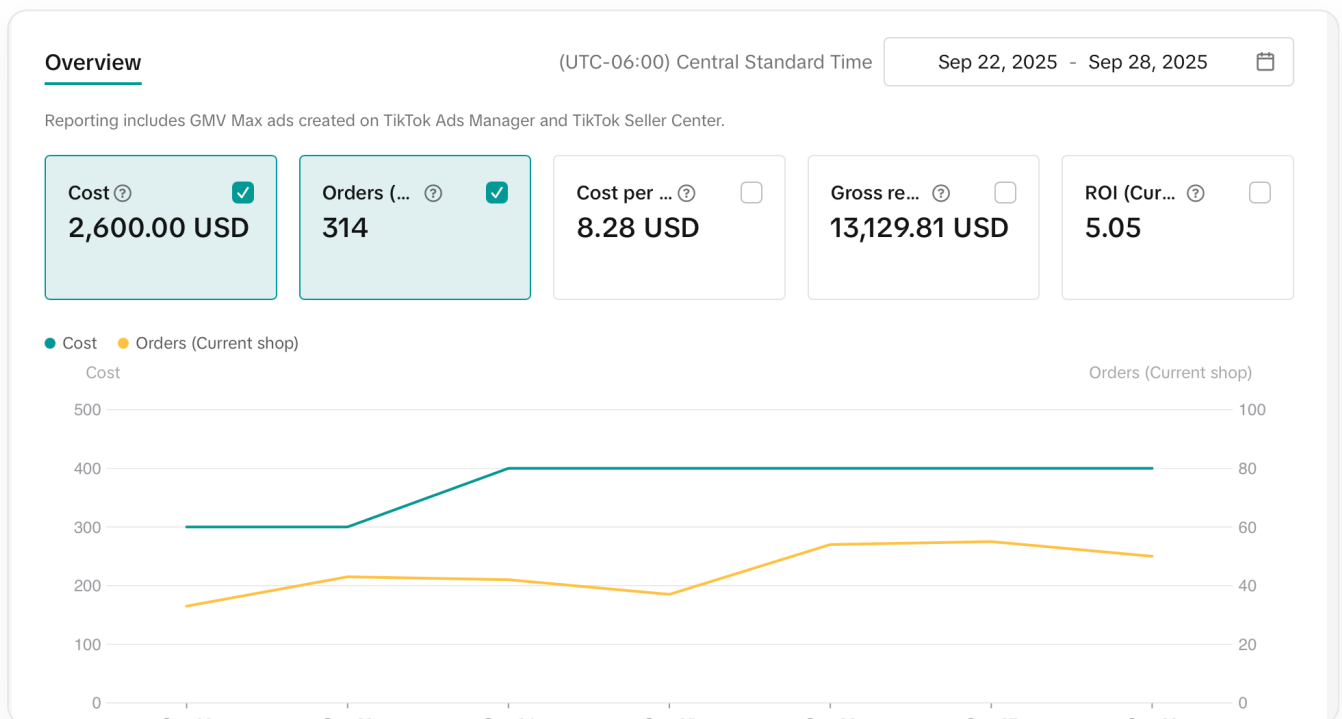
The real job is not managing GMV Max. It is making sure there is enough quality content for GMV Max to work with. This is why Steps 1 through 5 come before Step 6.

How we run GMV Max campaigns

Budget scaling: Increase gradually. Not \$500 to \$5,000 overnight. Start conservative. Give the campaign 3 to 4 days to stabilize before making any judgment. Make changes after 5 to 6 days of data.

Optimization approach: Do not micromanage. GMV Max is designed to optimize on its own. Our job is to keep the content flowing so the system always has fresh creative. When a hook style or creator consistently performs, brief more creators on that angle.

The content is the strategy: On TikTok Shop, the creative IS the targeting. Better content, better results. More content, more opportunities for GMV Max to find winners.



COMMON MISTAKE

Trying to "optimize" GMV Max by adjusting settings when the real problem is content. If your campaign is not spending, the answer is almost always more quality content, not a budget tweak.

03 · THE COMPOUNDING EFFECT

What Actually Happens When All 6 Steps Are Running.

I want to be honest about the timeline because most people expect results in week one and get discouraged when the dashboard is flat.

WEEK 1 TO 2

The boring part. Creators are getting vetted, briefs go out, samples ship, the WhatsApp community launches. Maybe 5 to 10 videos trickle in. Revenue barely moves. This is the system loading.

WEEK 3 TO 4

Now things start moving. Creators who got feedback on their first video come back with a noticeably better second. The community picks up energy. Organic sales appear. GMV Max starts picking up the best performing videos automatically.

MONTH 2

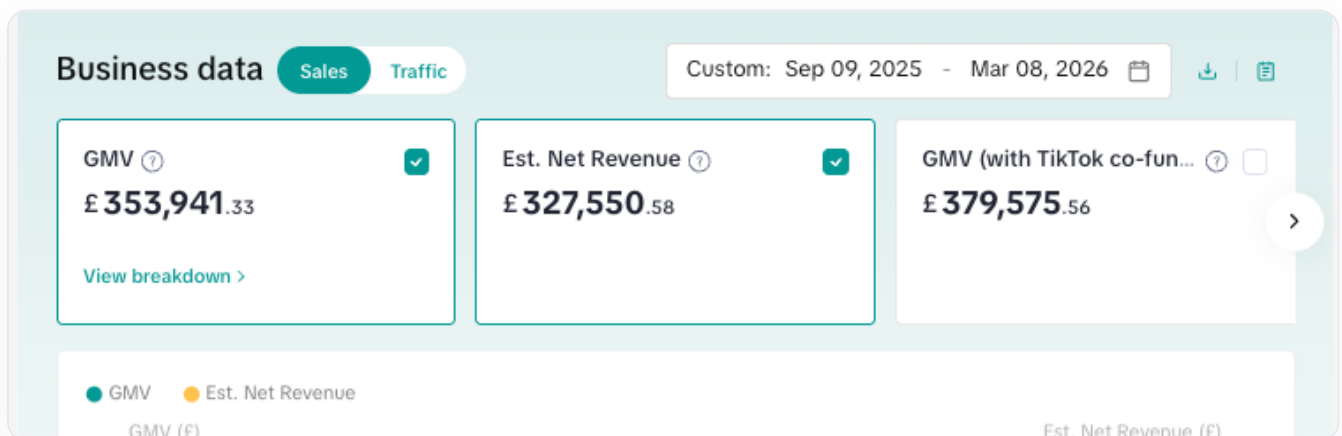
This is where it gets real. GMV Max goes live and automatically picks up the best performing content. Bonuses kick in and creators start competing. We identify retainer candidates from the data. The revenue graph stops being flat.

MONTH 3

40+ creators posting 2 to 4 videos weekly. Retainers delivering scripted content on schedule. GMV Max has a growing library to pull from every day. Revenue compounds because the inputs keep improving.

THE MATH BEHIND IT

40 creators × 2 to 4 videos per week = **80 to 160 quality videos weekly**. GMV Max automatically picks up the best performers and spends on them. More content means more angles tested, faster learning, fewer dead spots. **This is the difference between tactics and systems.**



04 · THE PROOF

Real Numbers. Real Dashboards. Real Brands.

We do not do vague claims. Actual results from brands we have scaled using this exact system.

UK SUPPLEMENT BRAND

£1,210 → £117,646 in 3 Months

97× increase. Month 1: £11,961. Month 2: £46,961. Month 3: £117,646. 6-month cumulative: £353,941 GMV.

Key metrics

31 days: Dec 01, 2025 - Dec 31, 2025

Gross sales ?

£175,809.27

Vs. previous period ▲ 147.82%

GMV ?

£117,646.68

Vs. previous period ▲ 145.78%

Total orders

5,159

Vs. previous period ▲ 149.23%

Ordered SKUs ?

5,159

Vs. previous period ▲ 149.23%

Sold quantity

5,287

Vs. previous period ▲ 147.17%

Buyers ?

5,140

Vs. previous period ▲ 150.24%

Show more

Dec 2025 · £175,809 gross sales · £117,646 GMV · 5,159 orders · +147%.

US FOOD & BEVERAGE BRAND

\$21K → \$53K in 28 Days

40 handpicked micro-creators. \$53,497 GMV, 1,276 customers, 505,720 visitors. +144% growth.

Last 28 days

Updated Oct 5, 19:00 (GMT+00:00)

GMV >

\$53,497.52

▲ 144%

Customers >

1,276

▲ 144%

SKU orders >

1,384

▲ 149%

Visitors >

505,720

▲ 33.23%

28-day window · \$53,497 GMV · 1,384 orders · +144%.

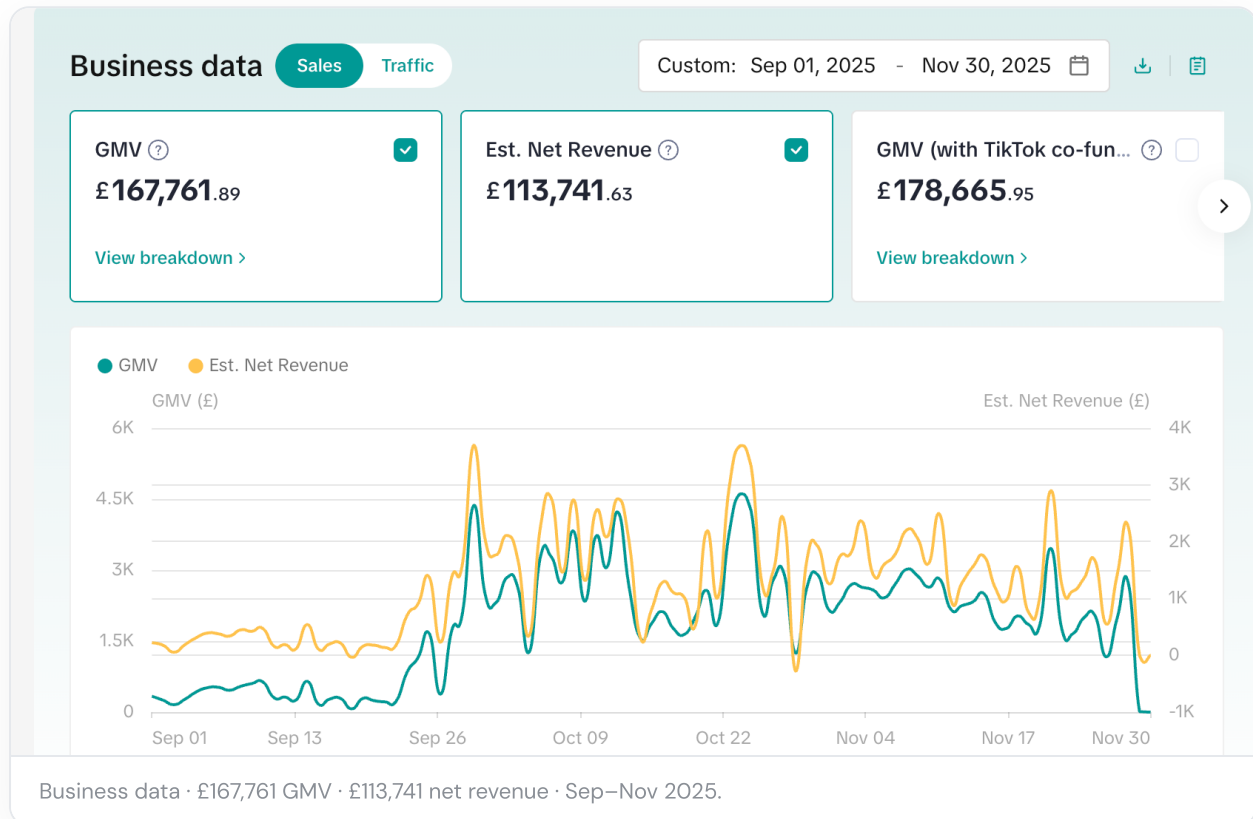
04 · THE PROOF (CONTINUED)

More Brands. More Dashboards.

UK BEAUTY BRAND

£167,761 GMV · £113,741 Net

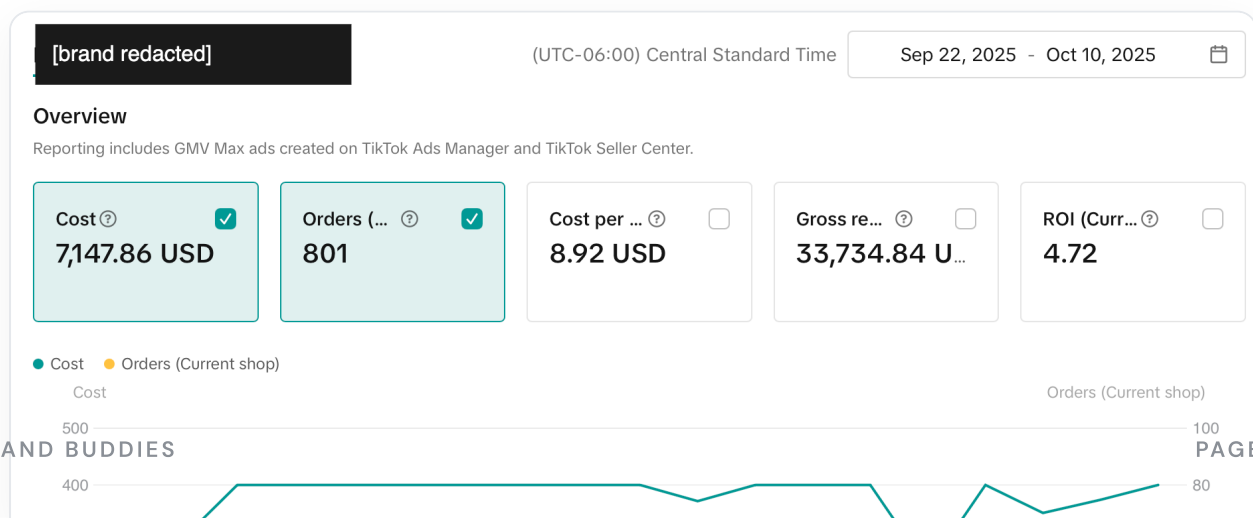
Minimal TikTok Shop revenue before. After the full system: £167,761 GMV and £113,741 net revenue over 3 months. 873% growth.



US FOOD BRAND · GMV MAX

4.72x ROI on Paid

After building the content engine (Steps 1 through 5), we launched GMV Max with 20+ quality creatives. \$7,147 in ad spend → \$33,734 gross revenue over 19 days.



05 • BONUS FRAMEWORK

The Quality Content System: **4 Pillars** Behind Every Video That Converts.

The 6-Step Growth System builds the infrastructure. The Quality Content System is what runs inside that infrastructure to make sure every piece of content has a real chance of driving sales.

01

Vetting

Every creator goes through manual review before receiving a sample. Niche fit, content quality, posting consistency, engagement rate. Not automated. A real person watches their recent videos and makes the call. The rejection rate is high. That is the point.

02

Training

The WhatsApp community is a live training environment, not a broadcast channel. Creators receive daily content ideas, real-time feedback, and exposure to what is working across the network. Quality improves week over week.

03

Retainers

Top performers get locked in on monthly contracts with guaranteed pay, full scripts, and pre-upload reviews. They produce the highest quality content consistently and set the standard for everyone else.

04

GMV Max Readiness

Every video a creator posts becomes available to GMV Max automatically. The system identifies which creatives have conversion potential and starts spending. We make sure there is always fresh, quality content in the shop.



THE BOTTOM LINE

40 trained creators producing 80 to 160 quality videos weekly will outperform 500 random affiliates. **We have run both approaches. It is not close.**

06 · ABOUT

Who We Are and Why We Do This Differently.



FOUNDER · BRAND BUDDIES

Haseef Bashir

TikTok Shop growth agency built on a simple belief: you cannot automate relationships.

Most agencies in this space use software and bots to manage hundreds of creators at scale. Mass outreach, templated messages, zero personalization. They send reports and hope something sticks.

We manage everything manually. No bots. No automation tools. No AI-powered outreach. We hand-pick every creator. We give 1:1 feedback on every video. We build WhatsApp training communities where a real human is present every single day.

Why we only onboard a few quality clients per month

This level of attention does not scale to 100 clients. We know that. We keep our client roster intentionally small because the manual approach is what produces the results. The moment we automate to take on more clients, the quality drops.

\$20M+

TIKTOK SHOP GMV

60+

BRANDS SCALED

100K+

AFFILIATE VIDEOS

100M+

VIEWS GENERATED

20+

COMMUNITIES

"We grow with our clients, not off them."

BRAND BUDDIES PHILOSOPHY

When a campaign is not working, we show the data, explain what is broken, and fix it. When TikTok Shop is not the right fit for a product, we say it upfront, even if it means losing the deal. **Respect, clarity, transparency.** Those are the values we built this on.

07 · NEXT STEPS

Ready to Build This System **for Your Brand?**

You have the framework. You know the steps. You have seen the numbers. If you are a DTC brand doing \$1M+ in revenue and you want to turn TikTok Shop into a predictable revenue channel, here is how to take the next step.

01

Book a Free Strategy Call

15 minutes. No pitch. We will audit your current TikTok Shop setup and tell you exactly where the gaps are.

[Book Your Strategy Call →](#)

02

DM me "CALL" on Instagram

I will personally respond and we will find a time to talk.

[@haseefbashir7 →](#)