

THE CREATOR BRIEF PLAYBOOK

The Creator Brief Playbook.

How we brief creators behind \$20M+ in TikTok Shop sales. The exact system, templates, hook frameworks, and incentive structures we use across 60+ brands.

\$20M+

GMV GENERATED

60+

BRANDS BRIEFED

100K+

CREATOR VIDEOS

6

ANGLE TYPES

**Haseef Bashir**

Founder, Brand Buddies

*Better briefs.
Better content.
Better results.*

INTRODUCTION

Why Most Creator Content Underperforms.

The problem is not the creators. It is the brief.

Most brands approach TikTok Shop creators in one of three ways. They send the product with a one-line message that says "make a video about this." They send a 10-page brand guidelines PDF that no creator reads. Or they send nothing at all and hope the creator figures it out.

All three produce the same result: generic content that looks like every other TikTok Shop video on the platform. The creator holds up the product, reads the ingredients off the back, says "link in bio," and moves on. It gets 200 views and zero sales.

Then the brand says "TikTok Shop creators do not work for us."

The creators are not the problem. They just had nothing to work with. No angles. No hooks. No direction. No reference for what good content in that niche looks like. No reason to put in extra effort beyond the bare minimum.

A brief changes everything. Not a list of rules. Not a brand guidelines document. A **creative launchpad** that makes it easy for a creator to sit down, open it, and know exactly what to film, how to open the video, what angle to take, and how to close with a CTA that actually drives shop clicks.

This playbook shows you exactly how we build those briefs at Brand Buddies. The same brief system that has helped produce more than **\$20 million** in TikTok Shop GMV across **60+ brands**.

Every section. Every framework. Every hook. Built from real data, real creators, real results. →

01

SECTION 01 · FOUNDATIONS

What a Brief Actually Needs to Do.

A brief is not a set of restrictions. It is not a compliance document. It is not about telling creators what they cannot do. If your brief reads like a legal contract, creators will either ignore it or produce stiff, scripted content that performs worse than if they had no brief at all.

A brief is a creative launchpad. Its job is to make content creation *easier, not harder*.

When a creator opens your brief, the reaction you want is *"I know exactly what to film."* Not *"this brand is going to be difficult to work with."*

A Good Brief Does Six Things

01

Gives specific content angles to run with.

Not "talk about the product." Instead: "Show your morning routine and integrate the product as the step that replaced the expensive alternative." A filmable idea the creator can visualize before picking up their phone.

02

Provides hooks proven to stop the scroll.

Not generic hooks. Hooks built from researching what is already working in that product category, from creators already driving sales with similar products.

03

Explains *why* each angle works.

When creators understand the psychology behind an angle, they adapt it to their own style instead of just reading a script. They make better creative decisions.

04

Shows reference videos of real content that converts.

One reference video communicates more about what you want in 30 seconds than a full page of written instructions.

02

SECTION 02 · THE SYSTEM

The 3-Document Briefing System.

At Brand Buddies, we do not send creators a single brief. We send them a **system of three documents**, each designed for a different purpose and a different moment in the content creation process.

01

THE DETAILED GUIDE**Canva Creator Deck**

15–20 slides. Product description, content ideas with angles and hooks, reference videos, visual hook inspiration, CTA examples.

JOB

Read once when planning content.

02

THE QUICK-REFERENCE**QR Code One-Pager**

Single page with top content ideas, best hooks, and QR codes linking directly to reference videos.

JOB

Pulled up every time they film.

03

THE MOTIVATOR**Rewards & Challenge**

Performance bonuses on two tracks: GMV generated and videos posted. Commission, tiers, eligibility, challenge period.

JOB

Gives them a reason to keep posting.

These three documents work together. The detailed guide gives creators the knowledge to make great content. The one-pager gives them quick access while filming. And the rewards structure gives them a reason to post consistently and at volume.

THE STANDARD

Most brands send one document (if they send anything at all). **We send three, and each one is doing a specific job.**

The rest of this playbook breaks down each one, then walks through the research and frameworks behind them.

03

SECTION 03 · DOCUMENT ONE

The Detailed Creator Guide.

Every creator guide we build follows the same **10-section structure**. The content inside changes for every brand and product, but the framework stays the same.

01

Cover

Brand logo, product image, title. Sets a professional tone from slide one.

02

Welcome

One or two paragraphs. What's inside, how to start, who to contact.

03

Product Description

What it is, what it does, what makes it different. Not marketing copy.

04

What's Inside & Who It's For

Helps creators frame content for the right audience.

05

Content Ideas

The core of the brief. 5–8 angles with hooks, descriptions, why-it-works, references.

06

Visual Hook Ideas

Grid of screenshots from performing videos. Pure visual inspiration.

07

Suggested Hooks

5–10+ standalone hooks. A full hook bank for the product.

08

CTA Examples

8–10 ready-to-use TikTok Shop-specific call-to-actions.

09

Extra Tips

Lighting, show the product in use, 30–90s length, batch filming.

10

Thank You

Closing page with support contact details.

The next page goes deep on Section 05, the content ideas, because that is where every brief either succeeds or fails.

I Anatomy of a Single Content Idea

This is where the brief earns its value. Every content idea we include follows the same five-part format. None of these parts are optional.

01

A numbered angle title.

Something like "The Real Transformation" or "The 7 AM Routine." A concept the creator can picture as a video before they read the rest.

02

A description of what to show and say.

Not a script. A direction. "Share your story about this problem and show how the product became part of your solution."

03

A "Why it works" explanation.

The part most briefs miss entirely. When creators understand the psychology, they make the content their own instead of just following instructions.

04

A suggested hook.

The exact opening line for the video. Use it word for word or adapt. Either way, the creator is not staring at their phone wondering how to start.

05

A reference video.

A screenshot or link to a real TikTok executing this angle well. The most underrated part of any brief — creators learn faster by watching than by reading.

I This Is What One Looks Like in Practice

Content Ideas

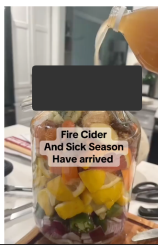
Content Ideas & Guide

2. "It's time to start your apple cider, sick season is here."

- Talk about how everyone is trying to stay healthy during sick season and show how the this book makes it easy to find simple, at-home immune-support remedies.
- Flip to the apple-cider based remedy in the book and prepare it step-by-step, showing how quick it is to make with ingredients you already have.

Why it works:

- It taps into a seasonal, high-interest moment and gives viewers a practical remedy they can try immediately, making the book feel essential for everyday wellness.



REAL BRIEF · CONTENT IDEA

Content Ideas

Content Ideas & Guide

1. "Choosing the Right Brow Shade"

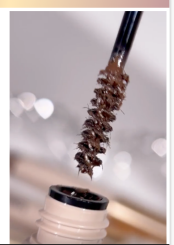
- Break down the four distinct shades to help your audience find their perfect match effortlessly.
- Showcase the range from Light to Deep, showing how this blends naturally for both soft definition and bold looks.

Why it works:

- It eliminates "shade anxiety" by providing a visual guide, making the purchasing decision easy and immediate.
- Real-time applications build confidence in the product's versatility across skin tones.

Suggested Hook:

How to find your perfect match.

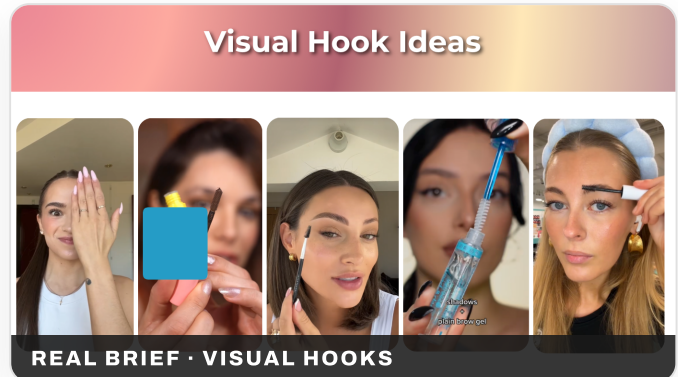


REAL BRIEF · CONTENT IDEA

Live excerpts from a Brand Buddies creator brief. Brand names masked.

I The Visual Hook Grid

Section 06 of the brief is a grid of screenshots from real creator videos that are performing well. Pure visual inspiration. The creator scrolls through and sees what good content looks like — framing, lighting, text overlays, facial expressions, product placement. No text explanation needed.



I The Suggested Hooks Page

A standalone page with 5–10+ hooks the creator can use. Specific to the product and niche. Not generic "stop scrolling" hooks. Each hook has the key selling phrase bolded so the creator can see the core message at a glance.

Suggested Hooks

- “My secret to the **perfect laminated brow!**”
- “Stop scrolling if you want brows that **look professional** but cost way less.”
- “Wait until you see how my brows **look after 24 hours shift.**”
- “Is it just me, or did **I finally find** the holy grail of brow products?”
- “I cannot believe I didn’t discover this **brow seal earlier!**”

Bonus Tips:

Use strong hooks in the first 1-5 seconds of your video.

Always include close-ups of your brows to show the look.

Use text overlays to highlight transformation:

- “Before vs After Results”

REAL BRIEF · SUGGESTED HOOKS + BONUS TIPS

BONUS TIPS ON EVERY HOOKS PAGE

Use strong hooks in the first **1 to 5 seconds**. Pair hooks with close-ups of the product or result. Keep the tone relatable, not salesy. Avoid claims you cannot back up.

04

SECTION 04 · ANGLE FRAMEWORK

The 6 Content Angle Types.

Across every brief we have built, content ideas fall into **six categories**. Not arbitrary. These are the angle types that consistently drive sales across niches. Every content idea in your brief should fit into one of them.

01 Transformation / Before & After

Show the visible change the product creates. "This is what I looked like before. Here is what I look like after."

Why: Viewers don't need to trust the creator's words. They see the result with their own eyes.

02 Routine Integration

The product as one step in a daily routine the viewer already does. Not the star — just a step.

Why: Makes the product feel normal and necessary, not like an infomercial.

03 Problem & Solution

Lead with a specific problem, then introduce the product as the solution.

Why: Meets viewers where they are. The product becomes the answer to what they were already searching for.

04 Personal Story / Journey

First-person, emotional, relatable. "I have been dealing with this for two years. Here's what finally worked."

Why: People buy from people they relate to. The viewer feels understood, not sold to.

05 Educational / Ingredient Spotlight

Break down what's in the product and why the ingredients matter.

Why: Positions the creator as knowledgeable, not promotional. Builds buyer confidence.

06 Trend or Format Based

Use a trending TikTok format, sound, or challenge and integrate the product naturally.

Why: You get distribution help from the platform itself. The product rides the trend's momentum.

RULE

If a content idea does not fall into one of these six categories, **it probably will not convert**. Kill it and replace it with one that does.

05

SECTION 05 · STOP-THE-SCROLL

The 6 Hook Frameworks.

You have **1 to 3 seconds** to stop someone from scrolling past.

If the hook fails, nothing else matters. The best product, the best angle, the best CTA — none of it gets seen. This is why every brief we build includes specific hooks for every content idea, plus a standalone hook bank. **We do not leave hooks to chance.**

TYPE 01 Curiosity Hooks

- "Is it just me, or did I finally find the holy grail of brow products?"
- "Wait until you see how my brows look after a 12-hour shift."
- "I cannot believe I did not discover this earlier."

Why they work: The brain hates incomplete information. A curiosity hook creates a gap between what the viewer knows and wants to know. **Use for:** Any product, any niche. Especially strong with a visual reveal later in the video.

TYPE 02 Result / Transformation Hooks

- "My hair has literally never been so thick."
- "This is what 2 capsules a day for 30 days did to my skin."

Why they work: Results are proof. Lead with the outcome, earn the right to explain the process. **Use for:** Products with a visible or measurable before-and-after.

TYPE 03 Problem / Pain Hooks

- "If hair breakage is your main problem, watch this."
- "Stop scrolling if you want brows that look professional but cost way less."

Why they work: They filter for the right audience instantly. **Use for:** Any product that solves a specific, identifiable problem. The more specific, the stronger.

I Hook Frameworks · Continued

TYPE 04 Challenge / Dare Hooks

- "Stop wasting money on 10 different beauty vitamins."
- "Why your expensive hair serums might actually be failing you."

Why they work: They create a small confrontation. The viewer's ego gets involved. **Use for:** Products that replace, outperform, or simplify an existing solution.

TYPE 05 Personal Story Hooks

- "I used to look like this, and right now I am going like this."
- "I was never scared of dying until I read page 51."

Why they work: Vulnerability is magnetic. It feels different from polished promotional content. **Use for:** Products tied to personal transformation, emotional wellness, self-care.

TYPE 06 Controversy / Opinion Hooks

- "Most TikTok Shop products are overpriced. But this one is different."
- "Every dermatologist I follow recommends this and nobody is talking about it."

Why they work: Bold opinions stand out in a sea of safe content. Use sparingly. **Use for:** Products with a clear differentiator, or in categories where viewers are frustrated with alternatives.

RULE

One controversy hook per brief is usually enough. Lean on curiosity, result, and problem hooks as your workhorses. **Mix types across your hook bank** so different creators can pick what fits their voice.

| How to Build a Hook Bank for Any Product

You do not need to be a copywriter to generate strong hooks. Use these five starting points and you can create **10 to 15 hooks for any product** in under 30 minutes. Fill in the brackets with your product's specific benefits, problems, and results.

FIVE STARTER FORMULAS

- 01** Start with the result: "My **result** has never been **positive adjective** ."
- 02** Start with the problem: "If you are dealing with **problem** , watch this."
- 03** Start with a claim: "This is the only **product type** you need."
- 04** Start with a question: "Is it just me, or did I finally find **desired outcome** ?"
- 05** Start with a visual action: "Watch what happens when I apply this to my **area** ."

Each starting point can generate 2 to 3 hooks easily. That gives you a bank of 10 to 15 hooks per product with minimal effort. **The key is specificity.** "Watch this" is weak. "Watch what happens to my brows after a 12-hour shift" is strong. The more specific the hook, the more it feels like it was made for the person watching.

| Bonus Rules for Every Hook

FIRST 5 SECONDS

If the hook isn't in the opening 1–5 seconds, it is not a hook.

VERBAL + VISUAL

Pair spoken hooks with close-up shots of the product or result.

RELATABLE TONE

"I cannot stop using this" beats "revolutionary product." Sound like a person, not an ad.

AVOID

Never make a claim you cannot back up. "This cured my skin" is a problem. **"My skin has never looked this clear since I started using this"** says the same thing without the medical claim.

06

SECTION 06 · THE ASK

CTA Frameworks That Convert.

On TikTok Shop, the CTA is different from other platforms. You are not sending people to a website. You are directing them to the in-app shop features. **"Link in bio" is a dead CTA here.** Here are the CTA types that actually drive TikTok Shop purchases.

TYPE 01 · CART TAP

- "Tap the orange cart below to grab yours today."
- "Click the cart icon to see the price."

TYPE 02 · SHOP LINK

- "Click the shop link to find your perfect shade."
- "Shop the link below for this product."

TYPE 03 · SHOWCASE

- "Check my showcase to shop the new collection."
- "Head to my showcase to see all the shades."

TYPE 04 · URGENCY

- "Tap the product link to get yours while they are in stock."
- "Grab the link before the discount runs out."

TYPE 05 · COUPON (UNDERRATED)

- "Tap below to see if you have any shop coupons available."
- "TikTok frequently distributes coupons to users. Reminding them to check creates an incentive to click through."

BONUS · PLACEMENT RULE

Place CTAs in **both the first 3 seconds** (plants the idea) **and at the end of the video** (catches viewers who watched through and are ready to buy). Two CTAs per video is the standard. More than that feels pushy.

CART TAP

Gives a specific physical action: tap that orange button. Best when the product is live in the shop with a visible price.

SHOWCASE

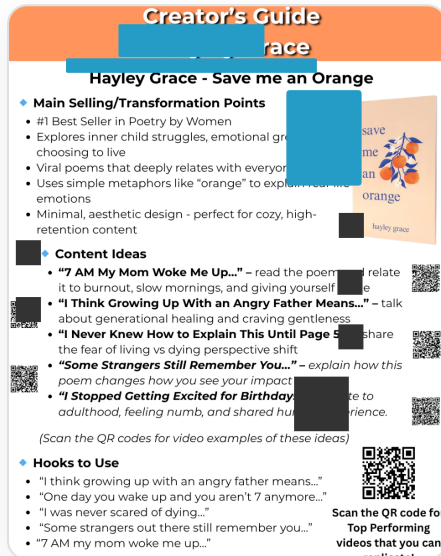
Drives traffic to the creator's full showcase. Can lead to multiple purchases from one viewer.

07

SECTION 07 · DOCUMENT TWO

The QR Code One-Pager.

The detailed guide is the document a creator reads *once* when they are planning their content. The QR code one-pager is the document they pull up *every single time* they are about to film.



ON THE PAGE · 01

Top 3–5 content ideas with a one-line description each.

ON THE PAGE · 02

The 5 best hooks from the full hook bank.

ON THE PAGE · 03

QR codes for top-performing reference videos.

ON THE PAGE · 04

A QR code back to the full Canva creator guide.

The one-pager is designed for the **moment of creation**. A creator is standing in their bathroom about to film. They pull up the one-pager on their phone, scan a QR code, watch a 30-second reference video, glance at the hooks, press record.

The friction between "I should make a video" and "I am recording" should be as close to zero as possible.

WHY THIS MATTERS MORE THAN IT LOOKS

This is a small detail that makes a massive difference in creator output. The easier you make it to start filming, **the more content you get**. Volume and quality both compound from here.

08

SECTION 08 · DOCUMENT THREE

The Rewards & Challenge System.

A great brief tells creators *what* to make. A great incentive structure tells them *why* to keep making it. Every creator program we run includes performance bonuses built on **two tracks**.

TRACK 01 GMV Rewards · Cash for Revenue	TRACK 02 Video Rewards · Cash for Volume
\$1,000 GMV \$50 bonus	10 videos \$50 bonus
\$2,000 GMV \$100 bonus	15 videos \$100 bonus
\$3,000 GMV \$300 bonus	20 videos \$150 bonus
\$5,000 GMV \$500 bonus	30 videos \$200 bonus
\$10,000 GMV \$1,000 bonus	40 videos \$250 bonus
\$20,000 GMV \$1,500 bonus	50 videos \$500 bonus

Example tiers. Every brand's structure gets tailored to margins and category. **Rule of thumb: bonuses land at roughly 10% of GMV generated.** That keeps it profitable for the brand and meaningful for the creator. Both tracks run simultaneously, on top of a standard 15–20% commission.

Why the Dual-Track Structure Works

IF YOU ONLY REWARD GMV

Creators who post great content but don't hit huge sales yet get discouraged and stop posting.

IF YOU ONLY REWARD VIDEO COUNT

Creators churn out low-effort content that doesn't convert. You pay for noise.

Reward both. **Creators still building an audience get paid for showing up. Creators driving real sales get paid for results. Everyone has a path to earning bonuses.**

I Eligibility Criteria (Keep the Quality Bar High)

Not every video qualifies for the challenge. Criteria keep the quality bar up and rule out gaming.

- ✓ Videos must be published **within the challenge period**. No old content counts.
- ✓ Videos must be **original**. No reposts.
- ✓ **Pure affiliate content**. Not paid partnership or flat-fee collaborations.
- ✓ Each video must **include the product**. Minimum length: 30 seconds.
- ✓ To unlock GMV bonuses, the creator must publish at least **5 new affiliate videos** inside the challenge window.

I The Challenge Period Is the Multiplier

A 30 to 45 day challenge window creates urgency. It turns an open-ended collaboration into a focused sprint. Creators who might post one video a week suddenly post three because they can see the next bonus tier within reach.

GMV + Videos Tier Challenge
Challenge Period: April 10th - May 15th 2026

GMV Rewards		Videos Rewards	
£1000 GMV REWARD • £50 cash bonus	£2000 GMV REWARD • £100 cash bonus	10 VIDEOS REWARD • £50 cash bonus	15 VIDEOS REWARD • £100 cash bonus
£3000 GMV REWARD • £200 cash bonus	£5000 GMV REWARD • £500 cash bonus	20 VIDEOS REWARD • £150 cash bonus	30 VIDEOS REWARD • £200 cash bonus
£10000 GMV REWARD • £1000 cash bonus	£20000 GMV REWARD • £1500 cash bonus	40 VIDEOS REWARD • £250 cash bonus	50 VIDEOS REWARD • £500 cash bonus

Eligibility Criteria for GMV Rewards:
To unlock any GMV bonuses, creators must:

- Publish at least 5 New Affiliate Videos within this time period
- A qualifying video must:
- Be posted in this time period (no reposts)
- Be a pure affiliate video
- NOT be a affiliate on Reseller collaboration

Eligibility Criteria for Video Rewards:
To unlock any video bonuses, creators must:

- Publish videos within the challenge period
- Videos must be original and (no reposts)
- Be pure, good quality affiliate content
- NOT be flat-fee / paid partnership
- Each video must include the product
- Minimum video length should be 30 seconds

Scan for Creator Brief & Content ideas

LIVE EXAMPLE

Real Brand Buddies rewards & challenge one-pager from a current brand program.

DELIVERED ALONGSIDE

The Canva creator deck and QR one-pager — on day one, before the first video is filmed.

POSTED IN

The creator's WhatsApp community for daily visibility. When one creator hits a tier, everyone sees it.

09

SECTION 09 · INPUTS BEFORE OUTPUTS

How We Research Before Writing a Word.

This is the part most people skip. They sit down, brainstorm some content ideas, write a brief, and send it. That is not how we do it.

The brief is the output. Research is the input.

Before we write a single word of a creator brief, we do a complete analysis. Here is what that looks like.

01

Analyze the product category.

Which TikTok Shop videos in this niche are driving sales — not views. Which angles, hooks, creators. Pull patterns from the top 50 videos in the category.

02

Study the brand's own content history.

What performed. What got views but no sales. What got sales but low views. The data tells you which messages resonate with the brand's specific audience.

03

Identify what creators are already doing well.

Watch existing affiliates (or adjacent brand affiliates). Sometimes the best content ideas come from building on what's working naturally.

04

Pull 10 to 15 reference videos.

Real TikToks from the same or adjacent niches showing the right tone, pacing, product integration. These become references in the brief and QR links on the one-pager.

05

Match selling points to proven formats.

Visible before-and-after → transformation angle. Replaces an expensive alternative → problem-solution. Unique ingredients → educational. Every selling point gets paired with the format most likely to convert.

WHY THIS MATTERS

The result is a brief where **nothing is guesswork**. Every hook comes from data. Every angle comes from what is already working. Every reference video is real proof. That is why our creators' content outperforms — the brief is built on proof, not assumptions.

10

SECTION 10 · REFERENCE SHEET

The 7 Brief Mistakes That Kill Performance.

Every one of these is fixable. We see each of them weekly.

- 1 No brief at all.**
 Product + "excited to work with you" DM + silence. The creator defaults to the most generic content possible. You wouldn't tell a contractor "build something."
- 2 Too long and too restrictive.**
 A 15-page brand guidelines doc full of legal disclaimers and exact scripts. Creators aren't actors. Over-scripting = forced content that performs worse than authentic.
- 3 No hooks provided.**
 You give an angle but no hook. If you don't provide hooks, you're leaving the hardest part of content creation to the creator. Some nail it. Most don't.
- 4 No reference videos.**
 You describe what you want but don't show it. "Authentic, relatable, drives purchases" means different things to different creators. A 30-second reference beats a full page of direction.
- 5 No "why it works" explanation.**
 Telling creators what angle to use but not why. Without the "why" they're following instructions. With the "why" they improvise intelligently inside a framework.
- 6 Treating every creator the same.**
 A 500K beauty creator and a 2K micro-influencer don't need identical briefs. Framework stays. Angles, hooks, references should be tailored per segment.
- 7 Never updating the brief.**
 A brief is not a one-time document. Kill angles that aren't working. Double down on ones that are. The best briefs evolve with real performance data.

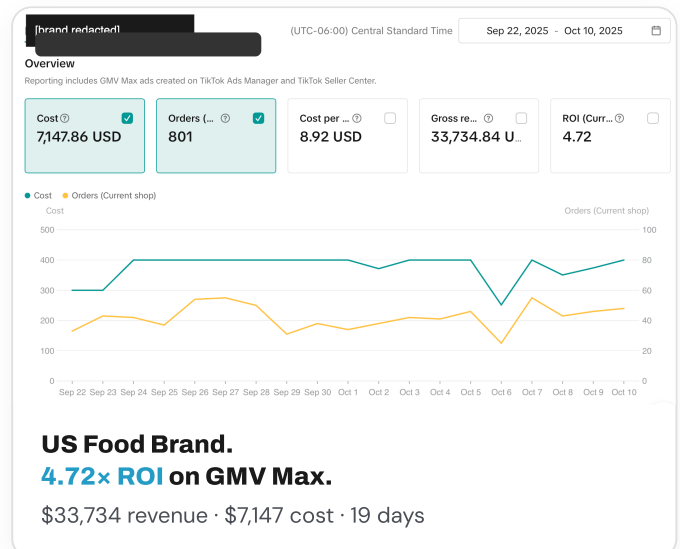
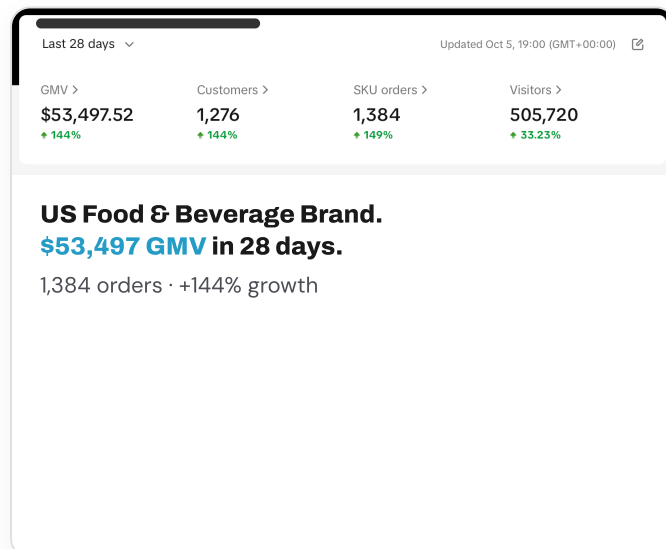
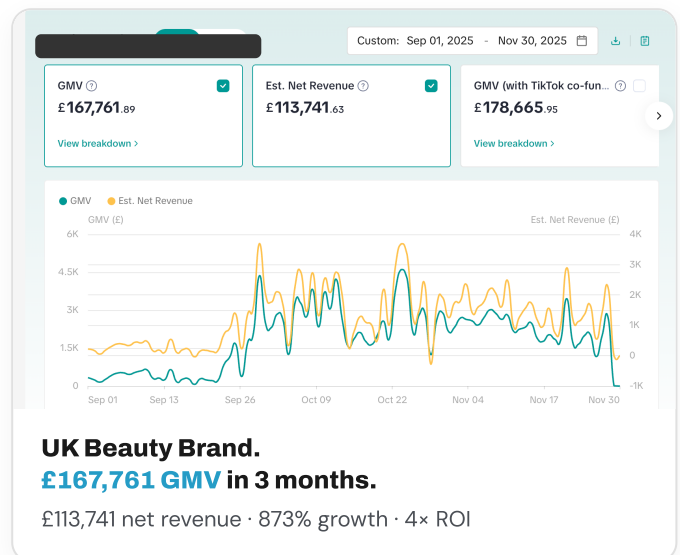
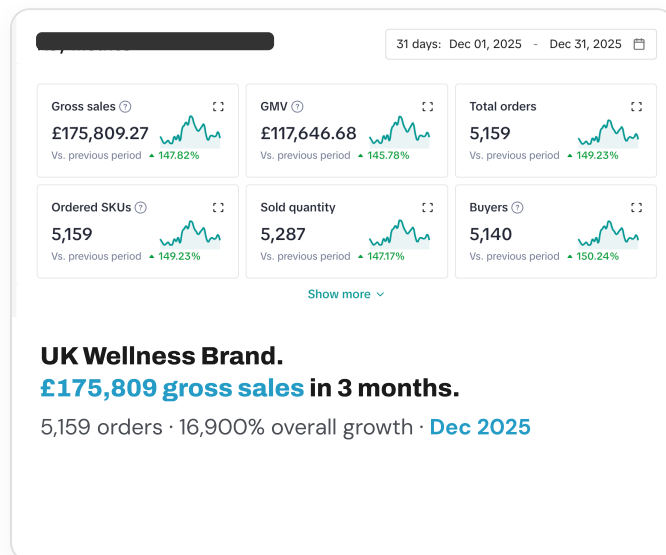


Fix these seven and you close the gap between "generic TikTok Shop creator" and "creator on your payroll producing winners every week."

WHAT HAPPENS WHEN THE BRIEFS RUN

Results From Brands Running This Brief System.

Every frame in this playbook is the exact framework behind these numbers.



Real Seller Center dashboards. Different brands, different niches. Same brief system.

THE OPERATOR BEHIND THE PLAYBOOK



FOUNDER, BRAND BUDDIES

Haseef Bashir

TikTok Shop Partnered Agency · UK & US

\$20M+

GMV

60+

BRANDS

100K+

VIDEOS

100M+

VIEWS

20+

COMMUNITIES

I am Haseef Bashir, Founder of Brand Buddies. We are a TikTok Shop growth agency. We do not do social media management. We do not run Instagram pages. We do one thing: **we help brands build, launch, and scale on TikTok Shop.**

Every creator we work with is hand-picked, hand-briefed, and hand-managed. We build the creator program. We recruit and vet. We write the briefs — the exact system you just read. We manage the GMV Max campaigns. We handle the creator relationships. We run the WhatsApp communities. We run the performance bonuses.

We cap our client list at **10 to 15 brands** at a time. This playbook only works when every brand gets full attention — the communities need daily management, the briefs need to be tailored to each brand, the creators need real coaching.

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

— HASEEF BASHIR · THAT'S THE ONLY WAY THIS WORKS.

NEXT STEP

Want Us to Build Your Creator Brief System?

You just read the entire framework. The 3-document system. The 10-section guide. The 6 angle types. The 6 hook frameworks. The CTA library. The rewards structure. The research process. You can build all of this yourself — everything you need is in this playbook.

If you want us to do it for you — along with full creator recruitment, community management, GMV Max campaigns, and scaling strategy — here is how to start.

01

Book a strategy call.

We will look at your brand, your product, and your current TikTok Shop setup — and tell you exactly what we would do in the first 30 days. No pressure. No sales pitch. If we're a fit, we'll tell you. If we're not, we'll tell you that too.

[Book Your Strategy Call →](#)

02

DM me on Instagram.

Send me a message at [@haseefbashir7](#). Tell me about your brand and where you are stuck. I respond to every DM personally.

[Message @haseefbashir7 →](#)