Operators
Workshop

Start Selling on TikTok

A short visual guide to live selling, from two people who sell that way.



LIVE The two of us, Halloween.



Julianna showing a straw case, November 2025.



With our product boxes, May 2024.

What Jared and Julianna learned selling their own products on TikTok, Shopify, Etsy and Amazon.

Platform details checked November 5, 2026

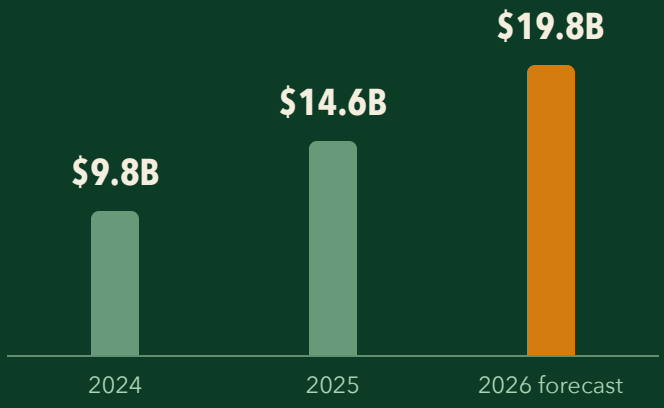
Why we think live selling is the future

Our product needs explaining. A travel case for reusable straws makes sense once someone opens it and uses it. LIVE gives us that conversation.

Shoppers and platforms are both moving this way. It is still early, and a strong night for us is not what a beginner should expect.

US live shopping sales

eMarketer estimates, in billions of dollars



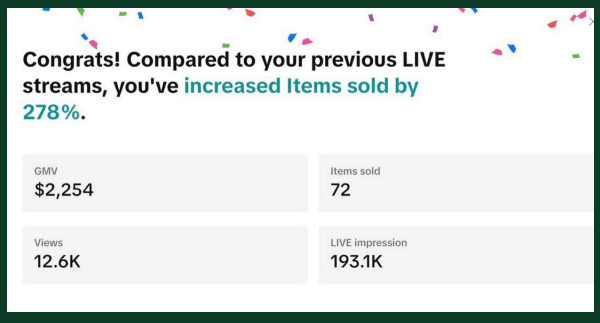
TikTok, first half of 2026 against the first half of 2025

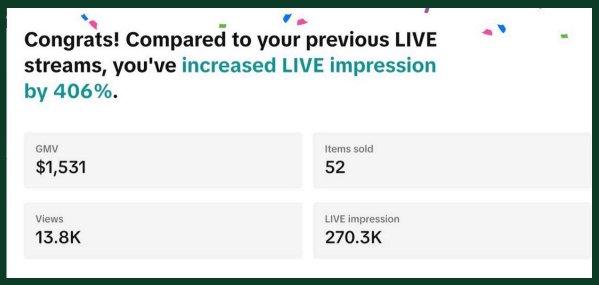
More than 2×	Up over 60%	Up over 80%
live shopping sales	live shopping sessions	total hours live

Still early: the US next to China, 2026



What two of our own sessions looked like





TikTok's summary cards from two of our stronger sessions. Sales are not profit, and these were selected nights. Market figures are eMarketer estimates and TikTok's own figures, as reported by CNBC on September 1, 2026. TikTok did not say whether its figures are US-only.

What a LIVE sale looks like

A shop counter on a phone. Five things happen, over and over.

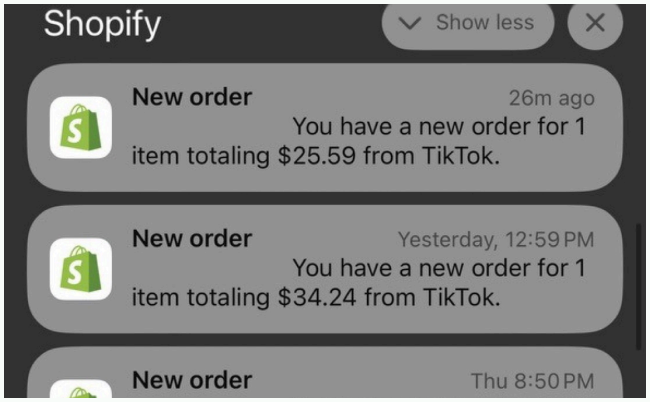
1. **Someone joins**
   Often halfway through.
2. **You show it**
   Open it, use it, show the size.
3. **They ask**
   You answer on camera.
4. **They buy**
   Checkout stays inside TikTok.
5. **You pack it**
   The work after the LIVE.



On a LIVE, with the products on the table.



Showing how the case opens.



Order alerts from TikTok sales.



Our packing room, September 2025.

Why it works for us

Our product needs a demonstration. On a LIVE, people watch it being used and ask their question before they buy.

What it asks of you

You repeat the demonstration for every new viewer, and the packing starts when the LIVE ends.

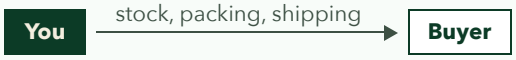
Three ways to earn from it

They ask different things of you. Pick one to start.

1 Sell your own product

You have something physical you can ship. It is what we do.

Steps 1 to 5, pages 7 to 11

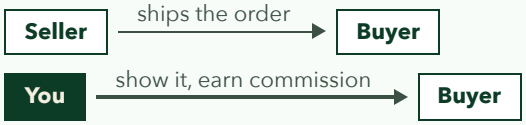


The catch: you hold the stock, and TikTok takes a fee on each order.

2 Sell someone else's product

You have no product and do not want to hold stock. You earn a commission as an affiliate.

Page 5

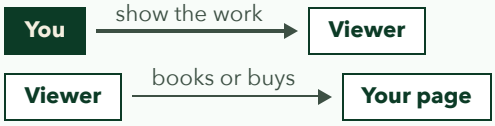


The catch: you are paid only after a real purchase.

3 Add selling to a service

You already run a service. You show the work, then sell beside it or send viewers to book.

Page 6



The catch: the service itself is booked outside TikTok.

Give the channel a job

Every channel adds listings, fees, stock, messages, refunds and payouts to keep straight. Before you start, write down the job TikTok will do for you and how you will measure it.

Count each sale once

A sale that appears in TikTok and is imported into Shopify is still one sale.

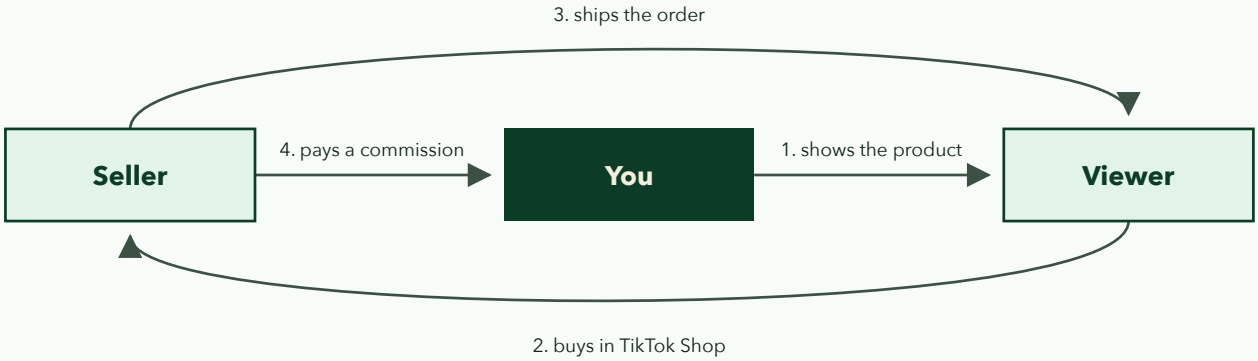


A frame from one of our early TikTok videos.

No product? Sell as an affiliate

The seller holds the stock and ships the order. You earn a commission.

You pick products from sellers inside TikTok Shop and show them in videos or on a LIVE. One of us now does affiliate work full time alongside our store, so we see it from both sides.



What TikTok asks for

Under 1,000 followers
You cannot apply yet. You also need to be 18, in the US and identity-verified.

1,000 to 4,999
A pilot program for at least 30 days: only products from shops scoring 95% or higher, and no campaigns.

5,000 and up
The full product marketplace, generally after 30 days in the pilot.

What a sale pays

Illustrative example

A $30 product at a 15% commission pays **$4.50** a sale.

Twenty sales in one LIVE is **$90**, before your own time. You paid nothing for stock, packing or shipping. Sellers set the rate, from 1% to 80% in TikTok's seller guide.

Pick what you would use anyway

As a seller, we look at fit before audience size.

Expect to buy your first products

Free-sample requests are limited to creators with sales in the last 120 days.

Say that you earn from it

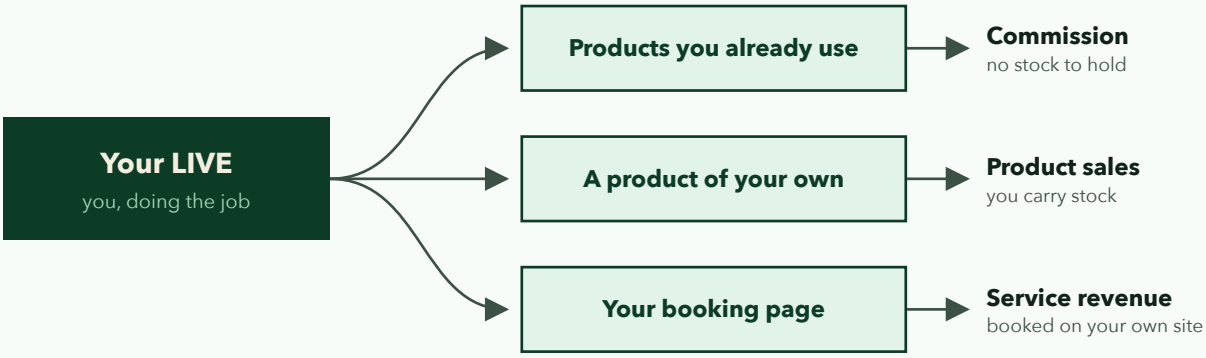
Tell viewers, and turn on TikTok's disclosure setting. See ftc.gov/influencers.

HAND THIS TO AI Ask it for five honest ways to show a product you already use.

Run a service? Add selling to it

A service business already has what a LIVE needs: work to show and questions it answers every day.

People hire a service after they have seen the work. A LIVE lets them watch you do the job. Selling sits beside the service as a second line of revenue.



What it can look like

Illustrative examples, not people we know

A mobile detailer

Goes live while working on a car and links the three products in the bucket.

A hair stylist

Demonstrates a blow-dry and earns a commission on the brush.

A bookkeeper

Answers tax-season questions on LIVE and sends viewers to a booking page.

Take the booking yourself

We could not confirm that a service can be sold through TikTok Shop checkout in the US. Treat TikTok as the place people find you.

Start with one job

Run one LIVE about one job, with one product. Write down what people asked. Track selling revenue apart from service revenue.

If you sell a product, five steps come next

1. **Get set up** — Page 7
2. **Know the math** — Page 8
3. **Run a LIVE** — Page 9
4. **Pick a format** — Page 10
5. **Close the night** — Page 11

HAND THIS TO AI Ask it to turn one finished job into a short before-and-after script.

Step 1 of 5

Get set up

What TikTok asks an individual seller for

- [ ] You are 18 or older and live in the US
- [ ] A US passport, driver's license, state ID or permanent resident card
- [ ] An email and phone number not tied to another shop
- [ ] The last four digits of your Social Security number, or an ITIN
- [ ] Proof of address, if TikTok asks
- [ ] A W-9 tax form before you pass $2,000 in sales

Your name and date of birth must match your ID exactly. TikTok says most details cannot be edited after you submit.

What TikTok takes from a $100 order

$6. The published fee is 6% for most categories.

- 5% for some jewelry and pre-owned items
- The fee counts the shipping the customer pays
- On a refund, TikTok keeps 20% of the fee, up to $5 an item
- Your Seller Center shows the rate that applies to you



Our first shipment arriving, January 2024.

Decide who does what

If two of you run the shop, agree now on who handles the LIVE, messages, purchasing, packing and the money review.

Checked against TikTok's seller pages on November 5, 2026. Rules and fees change.



About thirty cartons of stock in the garage, February 2024.

HAND THIS TO AI Give it your product facts and ask for a listing title. Then check every word.

Step 2 of 5

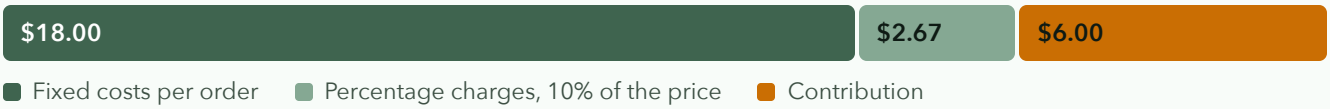
Know the math before you go live

2

The number on screen is revenue. What is left after the costs of that order is contribution, and it still has to cover overhead, taxes and your time.

Where a $26.67 sale goes

Illustrative example



Lowest price = (fixed costs per order + contribution you need) ÷ (1 − percentage charges)

Here: ($18 + $6) ÷ 0.90 = $26.67

What a lower price leaves



What one order has to pay for

- The product, landed
- Packaging
- Shipping you pay
- TikTok's fee
- Creator commission
- Discounts, giveaways
- Refunds
- Advertising

Do this before your first LIVE

Work out the floor for the one product you will show first, and write it on the card on page 12. Auctions and price cuts move the price while people are watching.



Two pallets of stock, May 2024.

HAND THIS TO AI Paste your costs and ask for your lowest price using the formula above. Then check it on a calculator.

Step 3 of 5

Run your first LIVE



Julianna demonstrating glass straws and a reusable straw case, November 2025.

Our first LIVE was a solo session, and it did not produce a sale. On the second LIVE, somebody bought a product.

We remember our biggest night reaching roughly $3,000 in sales. Sales are not take-home pay, and that is not what a beginner should expect.

Every segment answers four questions

Viewers do not all arrive at the beginning, so each short demonstration starts over.

1. **What is this?**
2. **Why might I want it?**
3. **What do I receive?**
4. **How do I choose?**

One hour, as a run of show

Illustrative example

5 min	12 min	12 min	12 min	12 min	7 min
Open	Product one	Product two	Product three	Product four	Wrap up

Each product segment: a two-minute demonstration, two minutes on contents and options, the offer, then questions and a recap.



Our early photo setup, February 2024.

Pick a goal you control

Something you can practice in a quiet room: explain the product clearly, answer the three most common questions, show the item without fumbling.

Show the real thing

The actual size, the packaging, the product you will send. Say the price, contents and shipping before you ask for the sale.

HAND THIS TO AI The prompt on page 12 drafts a run of show for your product.

Step 4 of 5

Giveaways and formats

A giveaway is an acquisition cost

We gave away ten or fifteen items a session to bring people in. Early prizes were glassware, and when one broke we paid again for the replacement. We moved mainly to stainless steel.

TikTok's US guide says the seller pays giveaway shipping. Set the budget before the session.

Ten prizes against what they brought in

Illustrative example



Short by $50, before labor. "We got four sales" would hide that.

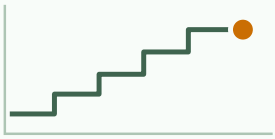
Choose the format around the product



Bundle

A set at one price.

Count every bonus item as a cost.



Auction

Viewers bid up during a timed event.

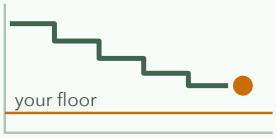
Needs the official feature. Final sale still honors damaged or missing items.



Group Deal

A fixed price once 3 to 6 buyers join. An incomplete group is not charged.

Cannot run with a Flash Sale or Price Cut.



Price Cut

The price drops as more people commit. Buyers pay the price reached.

Set the floor with the formula on page 8.

The small charts sketch how the price behaves over the event. They are not data. Format details are from TikTok's US seller guides, read October 22, 2026.

What changed for us

Our build-a-box offer was exciting when the products were new. Later, regular viewers already owned it and the energy slowed.

Then we tried auctions

They gave our LIVEs a different rhythm, and we saw a substantial improvement in sales. That is our experience with our own products.

HAND THIS TO AI Give it your prize budget and what one new order is worth. Ask how many orders the giveaway must bring in.

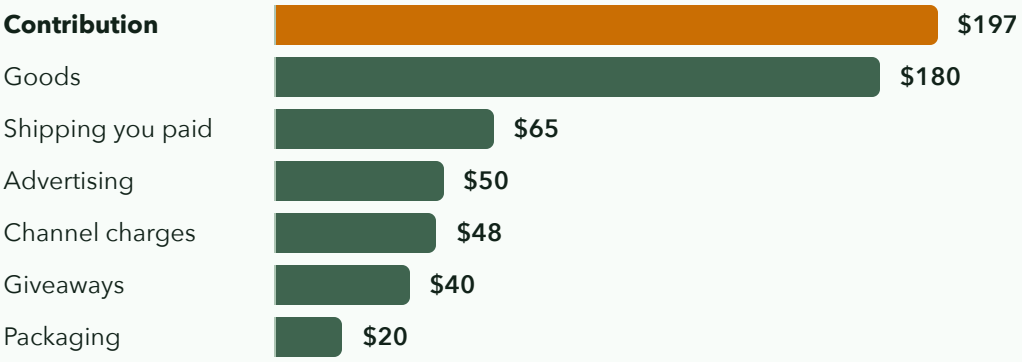
Step 5 of 5

Close the night before calling it a win

The sales number on screen is where the counting starts. Separate orders placed from orders paid, canceled and refunded.

Where $600 of sales went

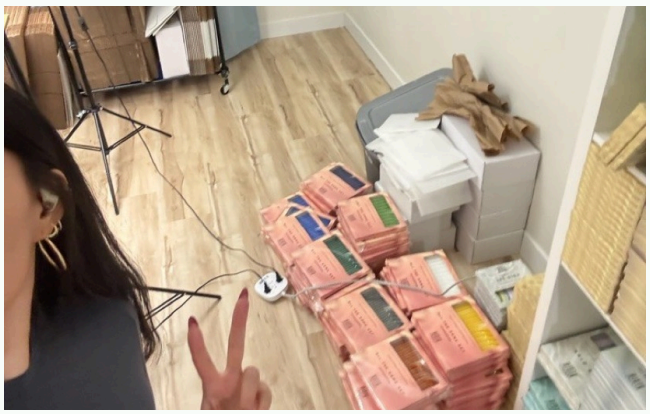
Illustrative example





4 hours live 2 hours of prep and packing

Two people live for two hours each, plus prep and packing, is six person-hours. **$197 ÷ 6 = $32.83** of contribution each, before overhead, taxes and owner pay.



Our packing room, September 2025.



Stock sorted by color, August 2025.

If creators sell for you, samples still cost money. We paid about $600 a month for an outreach service, on top of products and shipping. A sample sent is not yet a post, and a post is not yet a sale.

HAND THIS TO AI Paste the night's numbers and ask for one thing to change next time.

Two cards to fill in

Print this page. One card before your LIVE, one after.

Before: first-session card

One product _____

The demonstration _____

_____

Five questions I expect _____

1 _____

2 _____

3 _____

4 _____

5 _____

Time limit _____ Maximum expense _____

My lowest price _____

Afterward: what confused people _____

_____

What I struggled to explain _____

_____

One change for next time _____

After: LIVE closeout

Orders placed _____

Paid _____ Canceled _____ Refunded _____

Revenue after discounts and refunds _____

Goods _____

Fees and commissions _____

Packaging _____

Shipping I paid _____

Giveaways and replacements _____

Advertising _____

Contribution _____

Person-hours, with prep and packing _____

Contribution per person-hour _____

Unresolved customer issues _____

_____

One learning _____

_____

Hand this to AI: a prompt to prepare with

```
Help me prepare a beginner LIVE for this product: [verified
facts and audience]. Build a 30-minute run of show that
still works with no comments or sales. Include clear
demonstrations, common questions, and honest ways to explain
the offer. Do not invent viewer activity, testimonials,
scarcity, or earnings expectations. Give me a five-minute
post-session review and one small experiment for the next
attempt. Keep spending within [amount].
```

Sources and notes

Platform details: TikTok Shop's US seller and creator guides. Market figures: eMarketer and TikTok, as reported by CNBC, September 1, 2026. Founder stories and approximate figures are Jared's account as of October 22, 2026. Illustrative examples use invented numbers.

One prompt for each step

Five jobs to hand to AI

Paste one into ChatGPT or Claude, fill in the brackets, and check every number before you use it.

1. Write your listing Step 1, page 7

```
Here are the facts about my product: [what it is, size, material, what comes in the box, price]. Write five short TikTok Shop listing titles using only these facts. Mark anything you had to guess.
```

2. Find your lowest price Step 2, page 8

```
My product costs $[ ] to land, $[ ] to pack and $[ ] to ship. My percentage charges (TikTok's fee, commission, discounts) come to [ ]% of the price. I want $[ ] left from each order. Work out my lowest price with (costs per order + what I want left) ÷ (1 − percentage charges). Show each step so I can check it on a calculator.
```

3. Script one product segment Step 3, page 9

```
For [product], write a two-minute demonstration that answers four questions in order: what is it, why might I want it, what do I receive, how do I choose. Then list the three questions viewers are most likely to ask, with short, honest answers. Do not invent reviews, urgency or results.
```

4. Price a giveaway Step 4, page 10

```
I plan to give away [number] prizes that cost $[ ] each, shipping included. One new order leaves me $[ ] after its costs. How many new orders does the giveaway need to bring in to break even? Show the math, then suggest one cheaper way to get the same attention.
```

5. Close the night Step 5, page 11

```
Tonight's numbers: orders placed [ ], paid [ ], canceled [ ], refunded [ ]. Revenue after discounts and refunds $[ ]. Goods $[ ], fees $[ ], packaging $[ ], shipping $[ ], giveaways $[ ], ads $[ ]. Person-hours, with prep and packing: [ ]. Work out my contribution and contribution per person-hour. Then name one thing to change next time, and which number it should move.
```

AI will hand back something that looks finished. Some of it will be wrong for your product, and it's hard to tell which part on your first try. In Operators Workshop you post what it gave you, and Jared and Daniel answer. Founder's beginning price, for a limited time: $9 a month.

$9 a month, 7 days free

Learn it side by side with us

The guide is the short version. In our Skool community, Operators Workshop, you post what you're working on and Jared and Daniel answer. You learn it alongside people who run real businesses.

A product store	Sold live on TikTok, Shopify, Etsy and Amazon. Jared and Julianna run it. This guide comes from it.
A custom fabrication company	Daniel runs it.
The software behind that company	Built with AI to run its operations.



Jared and Julianna, May 2024.

Together our businesses do over $1.5M a year in sales. We use AI to save time, cut costs and grow sales.

How your free week goes

1

Start Here walks you in
At your own pace. You don't need a product yet, and you don't need to know AI.

2

Post one thing
What you sell, or want to sell, and the first job you'd hand to AI.

3

We answer
Then you build that first job alongside us.

What you get

Claude and ChatGPT courses
How we use AI in our own businesses.

Templates and tested prompts
The ones we use, kept up to date.

Our real builds as they happen
As we test new things in our businesses.

Unlimited support
From Jared and Daniel.

Lock in $9 and start free

Learn from us for $9 a month. Founder's beginning price, limited time.

See you in there.