

SHOPEMPIRE BONUS

The Shoppable Video Business Playbook

Everything to turn this into paid client work: where to find brands, exact outreach scripts, pricing presentation, plus the compliance and algorithm knowledge to scale it safely.

PART 1

The Client-Getting Playbook

Who to pitch first

Your easiest first clients are not big brands — they're businesses that already have products, already have an Instagram or TikTok, and are visibly not using shoppable video yet.

- **Local product businesses** — boutiques, skincare/beauty brands, pet stores, specialty food shops
- **DTC brands on Shopify** — search hashtags in your niche and check which brands' videos look outdated
- **Etsy / small e-commerce sellers** — often have good products and zero video content
- **Service businesses with retail add-ons** — gyms selling supplements, salons selling product lines

Avoid large, established brands early on — they have agencies and long sales cycles. Your fastest path to your first \$500–\$2,000/month client is a business owner who can say yes on the spot.

Outreach scripts

Cold DM — Instagram/TikTok

Hey [Name]! Love what you're doing with [Brand] — your products are great but I noticed your videos aren't shoppable yet. I make quick tap-to-buy videos that turn browsers into buyers. Want me to send over a free sample using one of your products?

Email pitch to a small e-commerce brand

Subject: A quick video idea for [Brand]

Hi [Name], I create shoppable product videos — the kind with tap-to-buy tags built in — for brands like yours. I put together a quick sample using one of your products so you can see exactly what it would look like. Free to take a look, no obligation. Worth a quick look?

Handling common objections

Objection	Response
"We already post our own content"	"Totally get it — this adds tap-to-buy tags to what you're already posting so views convert to sales."
"We don't have a video budget"	"That's exactly why this works — no film crew needed. I can start with a small monthly package using photos you already have."
"How do we know it'll work?"	"Start with one free sample video first — if it doesn't feel like a fit, there's zero obligation to continue."
"We need to think about it"	"Of course — I'll follow up in a week. Here's the sample so you have something concrete to look at."

Presenting your pricing

Always present three tiers, not one price — a single price invites a yes/no decision, three tiers invites a which-one decision.

Tier	Price	What's included
Starter	\$500/mo	~8 videos/month, 1 platform, basic reporting
Growth	\$1,200/mo	~15 videos/month, 2 platforms, monthly performance review
Scale	\$2,000/mo	~25 videos/month, all platforms, priority turnaround, strategy call

Lead with the Growth tier in conversation — Starter is the easy entry point, Scale is the aspirational upsell once you've proven results.

Follow-up cadence

- Day 0 — send initial outreach with free sample offer
- Day 3 — follow up if no response, reference the sample again
- Day 7 — final follow-up with a specific, low-pressure next step
- No response after day 7 — move to your next prospect, revisit in 60 days

PART 2

The Compliance & Algorithm Playbook

Disclosure basics

This is general awareness guidance, not legal advice — rules vary by platform and region. When in doubt, disclose more clearly, not less.

In the US, the FTC expects affiliate relationships to be disclosed clearly and conspicuously — not buried in a wall of hashtags:

- State the relationship in plain language near the start of the caption (e.g. "This is an affiliate link" or "#ad")
- Don't rely on a platform's built-in "paid partnership" label alone if you're also using your own affiliate links
- Make the disclosure visible without needing to click "see more"
- Repeat the disclosure in the video itself for significant claims (health, financial, safety)

Rule of thumb: if a viewer could feel misled after finding out you earn a commission, your disclosure needs to be clearer, not more clever.

Platform-specific posting guidance

Platform	Format notes	Compliance & tagging
TikTok	9:16, first 1–2 sec must hook	Use the branded content toggle when available; keep disclosure up top
Instagram Reels	9:16, clean cover frame	Use "Paid partnership" label if applicable; product tags link directly to purchase
Store / product embeds	16:9 or square, longer OK	Focus on clarity over hook speed — this audience is already considering purchase

Metrics worth tracking

Views are vanity if they don't convert. Track these four numbers per video from week one.

Metric	What it measures	Why it matters
3-second retention	% who watch past the hook	Tells you if the hook is working
Click-through rate (CTR)	Clicks on product tag / views	Tells you if the offer/CTA is compelling
Conversion rate	Purchases / clicks	Tells you if the product/landing page converts
Revenue per video	Total commission / video	Tells you which content type to make more of

Scaling checklist

Before increasing your posting volume, confirm each of these:

- You have at least one hook formula with proven above-average 3-second retention
- Your disclosure format is consistent and compliant across every post
- You're tracking CTR and conversion rate per video, not just views
- You have a repeatable batch-recording process for producing videos in bulk
- You've identified your best-performing content type to weight future videos toward