

SHOPEMPIRE BONUS

# The Shoppable Video Creator's Playbook

Everything to go from installing the software to publishing consistently, scroll-stopping shoppable video — a 7-day quick-start plan, plus 50 ready-to-use hook formulas.

## PART 1

# The 7-Day Quick-Start Blueprint

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This blueprint assumes 20–30 minutes a day. Each day ends with something published or ready to publish — not just "research" — because momentum in week one determines whether this becomes a habit or another unused tool.

### DAY 1 · 20 min

## Pick your lane

Before touching the software, lock in one niche to start — spreading across five niches on day one is the #1 reason people stall out.

- Choose one niche from: fashion, beauty, fitness, gadgets, home, pets, food, or health
- Follow 10 accounts in that niche already posting shoppable/affiliate content
- Note 3 products they're promoting that you could also access

### DAY 2 · 25 min

## Find your first 5 products

Use the trending product search inside ShopEmpire to shortlist products worth promoting — prioritize ones with genuine demand signals.

- Search trending products in your niche on Amazon / TikTok inside the app
- Shortlist 5 products with strong recent engagement or sales velocity
- Grab your affiliate link for each one before moving on

### DAY 3 · 20 min

## Set up your workspace

A few minutes of setup now saves hours of rework later.

- Import your product images into ShopEmpire
- Choose 2-3 templates that match your niche's visual style
- Set your publishing destinations (TikTok / Reels / store page)

#### DAY 4 · 30 min

### Create your first 3 videos

Use the core motion engine to animate your first batch — don't aim for perfect, aim for published.

- Generate videos for your first 3 shortlisted products
- Add product tag overlays and buy-now buttons
- Use a hook formula from Part 2 of this guide for each one

#### DAY 5 · 20 min

### Write your captions & disclosures

Compliant, well-written captions are what turn views into clicks.

- Write a caption for each video
- Add a clear, compliant affiliate disclosure to every caption
- Add a relevant hashtag set — broad, niche, and discovery tags

#### DAY 6 · 20 min

### Publish

This is the day the project becomes real — get all 3 videos live.

- Publish your first video and note the exact time posted
- Publish your second video at a different time of day
- Publish your third video and cross-post if using multiple platforms

#### DAY 7 · 20 min

### Review & plan week two

One week of data is enough to spot an early pattern worth doubling down on.

- Check views, likes, and click-throughs on all 3 videos
- Note which hook formula and posting time performed best
- Shortlist 5 new products for next week using what you learned

## PART 2

# 50 Scroll-Stopping Hook Formulas

The first 1–2 seconds of a shoppable video decide whether someone stays or scrolls past. Every hook below is a fill-in-the-blank formula, grouped by the psychological trigger it uses — rotate categories if one starts underperforming for your audience.

### PROBLEM → AGITATE → SOLVE

- 1 Stop [doing the annoying workaround] — this fixes it in one step.
- 2 If you're still dealing with [common frustration], you need to see this.
- 3 Nobody told me [product category] could actually solve [specific problem].
- 4 I was so done with [problem] until I found this.
- 5 This is your sign to stop settling for [inferior alternative].
- 6 The reason [problem] keeps happening isn't you — it's your [old product/method].
- 7 I used to think [problem] was just normal. It's not.
- 8 Here's what finally fixed my [problem] after trying everything else.
- 9 You're one purchase away from never dealing with [problem] again.
- 10 If [problem] is ruining your [routine/day/look], watch this.

### SOCIAL PROOF / UGC STYLE

- 1 Everyone in my comments asked about this, so here it is.
- 2 I almost didn't buy this — now I see what the hype was about.
- 3 My [friend/sister/coworker] wouldn't stop talking about this, so I tried it.
- 4 This has a cult following for a reason.
- 5 I bought this because of a random TikTok, and I'm not mad about it.
- 6 Everyone on my FYP is obsessed with this — here's my honest take.
- 7 This sold out twice while I was filming this video.
- 8 I've seen this in 10 videos this week, so I finally caved.
- 9 This is the product every review says is worth the hype.

- 10 My DMs are full of people asking where I got this.

## TREND-JACK / FORMAT-BORROW

- 1 POV: you finally found [product] that actually works.
- 2 Tell me you found the perfect [category] without telling me.
- 3 Things I wish I knew before buying [category] products.
- 4 Rating [category] products so you don't have to.
- 5 Day [X] of using [product] — here's what changed.
- 6 Things that just make sense: [product] edition.
- 7 Nobody asked, but here's my honest [product] review.
- 8 The [category] glow-up nobody is talking about.
- 9 Wait for it... this [product] actually delivers.
- 10 This or that: I tried both so you don't have to.

## URGENCY / SCARCITY

- 1 This is selling out faster than I can restock — grab it now.
- 2 Price goes up soon, so if you've been eyeing this, now's the time.
- 3 This is the last batch before the price changes.
- 4 I don't usually rush people, but this won't last at this price.
- 5 If you've had this in your cart, today's the day.
- 6 This restocked and I already know it won't last long.
- 7 The discount code in my bio expires tonight.
- 8 I'm not exaggerating — this sold out in under a week last time.
- 9 Grab this before it's back to full price.
- 10 This deal is too good to sit on — linking it now.

## TRANSFORMATION / BEFORE-AFTER

- 1 This is what changed when I switched to [product].
- 2 30 days of using [product] — the difference is wild.
- 3 I didn't believe the before/after until I tried it myself.
- 4 This is the glow-up I didn't expect from a [category] product.
- 5 Before I found this, my [routine/space/look] looked completely different.
- 6 The transformation speaks for itself.
- 7 I wish I had this comparison before I bought it.
- 8 This is what one small swap did for my [routine/space].
- 9 From skeptical to obsessed — my honest [product] journey.
- 10 The difference one product made — no filter, no gimmicks.

## Quick tip

Test 3 hooks from different categories on the same product before committing to a winner — the trigger that works best often depends more on your specific niche than on the product itself.