

OFFICIAL CREATOR HANDBOOK

GORKHA WARRIOR CREATOR

TikTok LIVE Creator Playbook

A practical guide to planning, hosting, improving, and growing your LIVE community.

THE WARRIOR STANDARD: Show up prepared. Bring positive energy. Respect every viewer. Improve after every LIVE.

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START HERE

Welcome to Gorkha Warrior Creator

This playbook gives you a repeatable system for running TikTok LIVE sessions that feel welcoming, energetic, safe, and worth returning to. Use it before your first LIVE and revisit it every week.

What we expect from every creator

- Be consistent: choose a realistic schedule and keep it.
- Be present: speak, listen, acknowledge viewers, and avoid long silences.
- Be professional: protect your account, your audience, and the agency name.
- Be coachable: review results, accept feedback, and test one improvement at a time.
- Be authentic: build real relationships instead of chasing numbers.

How to use this playbook

1. Read the safety rules before you go LIVE.
2. Complete the pre-LIVE checklist every time.
3. Follow the 90-minute show flow until hosting feels natural.
4. Use the conversation prompts whenever the room becomes quiet.
5. Complete the scorecard after every LIVE and report problems to your manager.

Success is not one viral night. It is a strong routine repeated long enough for people to know when, why, and where to find you.

PRE-LIVE CHECKLIST

Before You Go LIVE

10 minutes before start

- ☐ Charge your phone and turn on Do Not Disturb.
- ☐ Use a stable internet connection; close unnecessary apps.
- ☐ Clean the camera lens and place the phone at eye level.
- ☐ Face a soft light source; avoid a bright window behind you.
- ☐ Remove clutter, private information, and distracting objects from view.
- ☐ Test your microphone, speaking volume, and background sound.
- ☐ Choose a clear topic, goal, and three backup questions.
- ☐ Prepare water and anything needed for your activity.
- ☐ Post a short teaser before your scheduled LIVE.
- ☐ Review current TikTok LIVE rules and any agency notices.

Your simple LIVE plan

Plan item	Write it before you start
Today's theme	Example: late-night chat, music, cooking, Q&A
Opening hook	What will make someone stay for the next minute?
Three topics	1. _____ 2. _____ 3. _____
Main activity	What will viewers watch, answer, learn, or help decide?
Closing message	Thank viewers and say when you will return

HOSTING BASICS

Your First LIVE - What to Do

Talk constantly

Explain what you are doing, tell short stories, and ask open questions. Avoid dead air.

Acknowledge everyone

Welcome new viewers when practical, respond to comments, and thank people for participating.

Do not watch the numbers

A small room can become a strong community. Focus on the people who are present.

Turn your energy up

Camera can make normal energy feel flat. Smile, vary your voice, and sit or stand with intention.

Make the setup inviting

Good lighting, a clean background, clear audio, and a stable camera build trust.

Use audio carefully

Use music only when permitted and keep it low enough that viewers can hear you clearly.

Stay LIVE long enough

Aim for at least 90 minutes when safe and practical; follow any current agency target.

Be consistent

Go LIVE at predictable times so viewers can build you into their routine.

Your first goal is not gifts. Your first goal is connection: make one viewer feel seen, give them a reason to comment, and invite them to return.

RUN OF SHOW

The 90-Minute LIVE Flow

Time	Creator action	Purpose
0-5 min	Smile, introduce yourself, state the theme, greet arrivals.	Create a clear first impression.
5-20 min	Ask easy questions and share a short personal story.	Start comments and build comfort.
20-40 min	Begin your main activity, topic, game, or demonstration.	Give viewers a reason to stay.
40-55 min	Reset the room: reintroduce yourself and recap the theme.	Help new viewers understand the LIVE.
55-75 min	Use trivia, this-or-that, Q&A, or a chat vote.	Increase participation.
75-85 min	Highlight community moments and preview your next LIVE.	Build return visits.
85-90 min	Thank viewers, name the next LIVE time, end positively.	Close with clarity and warmth.

Reset line for new viewers

“Welcome in! I’m [name]. Tonight we’re [topic/activity]. Tell me where you’re watching from, and jump into the chat.”

If the room becomes quiet

- Narrate what you are thinking or doing.
- Ask a two-choice question that is easy to answer.
- Tell a short story, then ask viewers for their experience.
- Repeat your theme and welcome new arrivals without apologizing for low activity.

BUILD CONNECTION

Engagement & Chat Flow

Conversation starters

- Where are you watching from?
- What was the best part of your day?
- What food could you eat every week?
- What are your weekend plans?
- What was your first concert or favorite live event?
- What is one goal you are working on right now?

Engagement boosters

Format	Example
This or That	Coffee or tea? Sunrise or sunset?
Would You Rather	Travel anywhere today or have a week off at home?
Chat Vote	Type 1 for option A or 2 for option B.
Trivia	Ask a fair question, pause, then celebrate correct answers.
Story Prompt	“Tell me about a time when...”
Requests	Invite topic or permitted music requests without promising every request.

The three-step reply

6. Say the viewer's name when practical.
7. Answer or react with real emotion.
8. Ask a follow-up question that keeps the conversation moving.

WHAT TO SAY

Ready-to-Use Host Scripts

Opening

“Hey everyone, welcome! I’m [name], part of Gorkha Warrior Creator. Tonight we’re [theme]. Say hello and tell me where you’re watching from.”

Welcoming a viewer

“Welcome, [username]! We’re talking about [topic]. What do you think?”

When you miss a comment

“The chat moved quickly and I may have missed you—send it again so I can answer.”

Thanking support

“Thank you for supporting the LIVE and being part of the community. I appreciate you.”

Handling negativity

“We keep this room respectful. You’re welcome to stay if you can be kind.”

Resetting the room

“Quick reset for everyone joining: I’m [name], and tonight we’re [activity]. Jump in—your answer matters.”

Closing

“Thank you for spending time with me. I’ll be LIVE again [day/time]. Follow so you can find the next session, and have a great [day/night].”

**Never pressure viewers, make promises, or embarrass someone for not gifting.
Appreciation should be genuine and respectful.**

TURN LIVE INTO CONTENT

Growth Between LIVE Sessions

Before your LIVE

- Post a 10-30 second teaser with the topic and start time.
- Use a clear caption and a natural call to join the conversation.
- Reply to recent comments to warm up your community.

After your LIVE

- Save or note strong moments when platform tools and permissions allow.
- Turn useful, funny, or emotional moments into short clips.
- Post one follow-up: recap, answer, behind-the-scenes, or next-session teaser.
- Respond to viewers who commented and invite them back without spamming.

Weekly creator rhythm

Day	Focus
Day 1	Test a strong opening hook.
Day 2	Test a new conversation game.
Day 3	Improve lighting, framing, or audio.
Day 4	Collaborate only if it suits your audience.
Day 5	Repeat your best-performing theme.
Day 6	Post highlights and community replies.
Day 7	Review your scorecard and plan next week.

IMPROVE FASTER

Avoid These Early Mistakes

Early mistake	Better move
Starting without a plan	Spend 5-10 minutes choosing your theme, questions, and closing.
Sitting in silence	Narrate, ask questions, and use your backup prompts.
Watching the viewer count	Focus on connection and delivery, not the number in the corner.
Low energy	Use stronger expression, voice variety, and posture.
Poor lighting or audio	Fix the basics before adding effects or equipment.
Using green screens too early	Let viewers see you; use effects only when they improve the show.
Opening boxes too early	Build confidence before relying on multi-guest formats.
Ignoring chat	Treat LIVE as a conversation, not a one-way broadcast.
Distracting visuals	Choose clean clothing and backgrounds that keep attention on you.
Ending too early	Give the room time to build and follow your planned duration.
Being inconsistent	Keep the same core days and times whenever possible.
Giving up early	Judge progress over weeks, not one session.

Review your LIVE, choose one mistake to fix, and test the improvement in your next session.

READ BEFORE EVERY LIVE

Safety, Compliance & Account Protection

TikTok rules and regional requirements can change. Always follow the current TikTok Community Guidelines, LIVE rules, local law, and agency instructions. When uncertain, pause and ask your manager.

Never do this

- Show or promote illegal drugs, sexual content, hate speech, violence, self-harm, or dangerous acts.
- Pressure, shame, or manipulate viewers into sending gifts.
- Make medical, financial, income, or other guaranteed-result claims.
- Share private information such as addresses, phone numbers, documents, or passwords.
- Drive, operate machinery, or create a dangerous situation while LIVE.
- Redirect viewers in a way that violates TikTok rules or use deceptive links.
- Allow harassment, threats, discrimination, or exploitation in the chat.

Use extra caution

- Keep children protected, appropriately clothed, supervised, and never make them the focus where rules do not allow it.
- Avoid extreme profanity and sensitive subjects that could harm viewers or trigger enforcement.
- Use moderators and blocking tools when needed; do not argue with trolls.
- Use music, images, and clips only when you have the right or platform permission to use them.
- Beware of fake agency accounts, phishing links, and requests for login codes. Gorkha Warrior Creator should never need your password.

FINAL RULE: If you believe something may be unsafe, harmful, illegal, or against platform rules—do not do it. End or pause the LIVE and contact your manager.

USE WITH PURPOSE

Battles, Guests & Multi-Guest LIVE

Before you invite or accept

- Know who you are joining and agree on the tone, topic, and duration.
- Make sure the format fits your audience and your account is ready.
- Set boundaries: no harassment, explicit content, dangerous dares, or gift pressure.

During the session

- Introduce the other creator and keep conversation moving.
- Speak respectfully whether winning or losing.
- Thank participation without demanding gifts or promising rewards you cannot provide.
- Remove a guest or leave immediately if content becomes unsafe or non-compliant.

Early-stage guidance

New creators should first learn to hold a room independently. Add battles or multi-guest boxes after you can speak confidently, manage chat, and maintain a clear theme.

A battle can bring attention, but your personality and community are what make viewers return.

CREATOR ACTION PLAN

Your First 30 Days

Week	Primary goal	Actions
Week 1	Build the habit	Complete several planned LIVE sessions; test setup; practice opening and closing scripts.
Week 2	Improve engagement	Use names, follow-up questions, chat votes, and one repeatable segment.
Week 3	Strengthen identity	Choose two or three reliable themes; create clips; keep your schedule visible.
Week 4	Review and repeat	Compare sessions, identify your strongest format, and set next month's targets with your manager.

30-day commitments

- ☐ I will keep a written LIVE schedule.
- ☐ I will prepare a topic and backup prompts before each session.
- ☐ I will protect my account and follow current platform rules.
- ☐ I will review every LIVE without insulting myself or blaming viewers.
- ☐ I will ask my manager for help before a small issue becomes a large one.

My schedule

Day	Start time	Theme
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

IMPROVE EVERY SESSION

Post-LIVE Review Scorecard

Complete this while the session is still fresh. Use the score to choose one improvement—not to judge your worth.

Area	1	2	3	4	5
Preparation	☐	☐	☐	☐	☐
Lighting & framing	☐	☐	☐	☐	☐
Audio clarity	☐	☐	☐	☐	☐
Energy & confidence	☐	☐	☐	☐	☐
Chat engagement	☐	☐	☐	☐	☐
Topic / activity	☐	☐	☐	☐	☐
Safety & professionalism	☐	☐	☐	☐	☐
Strong closing	☐	☐	☐	☐	☐

Quick review

What worked best? _____

Where did viewers respond most? _____

What will I change next time? _____

What support do I need? _____

Next LIVE date and time: _____

THE WARRIOR STANDARD

Final Creator Checklist

Before

- ☐ Plan ready
- ☐ Setup tested
- ☐ Topic and prompts ready
- ☐ Rules reviewed
- ☐ Teaser posted

During

- ☐ Welcome viewers
- ☐ Keep talking
- ☐ Ask follow-up questions
- ☐ Maintain energy
- ☐ Protect the room
- ☐ Reset for new arrivals

After

- ☐ Thank the community
- ☐ State next LIVE time
- ☐ Save key lessons
- ☐ Create a follow-up clip
- ☐ Complete scorecard
- ☐ Contact manager if needed

GORKHA WARRIOR CREATOR PROMISE: We create with courage, lead with respect, protect our community, and grow through consistent action.

Creator details

Creator name: _____

TikTok username: _____

Manager / team leader: _____

Start date: _____

Signature: _____