LeakReceipts · a VyRal Dynasty company

TikTok Growth Formula for Independent Workers

Free

A simple system for turning the work you already do into short videos that bring customers, without dancing, buying followers or making promises you can't keep.

Built for tradespeople, drivers, cleaners, stylists, bakers and anyone whose work can be shown.

Educational only. Not legal, tax or financial advice. No income promised, projected or implied.

We walk by faith, not by sight · 2 Corinthians 5:7

READ THIS FIRST

How to use this book

Pick three content pillars in Part 1, batch your first week of videos with Part 3, and track results in the log at the back. Give the system four weeks before judging it.

> Every number in this book is tagged **VERIFIED** (a published source, named on the page), **CALCULATED** (worked from numbers shown) or **ESTIMATE** (with its basis). Where a rule changes from state to state, the page tells you where to look yours up instead of printing one state's rule as if it were everyone's.

What's inside

1. Pick three content pillars
2. The first three seconds
3. Batch a week in one hour
4. Staying honest and legal
5. Turning views into customers

PART 1 OF 5

Pick three content pillars

A pillar is a kind of video you can make again and again from work you already do. Three is enough.

- **Show the work:** before and after, a job start to finish, the tools.
- **Teach one thing:** a quick tip a customer would want to know.
- **Answer a question:** the questions customers ask you every week.

WORKSHEET

My three pillars

Pillar	Example video idea 1	Idea 2	Idea 3

PART 2 OF 5

The first three seconds

Viewers decide fast whether to keep watching. Open with the most interesting moment, not an introduction.

Openers that work for trades

- Start on the finished result, then show how you got there.
- Start with the problem: the leak, the stain, the mess.
- Start with the question: "Why does my ___ keep doing this?"

Keep text on screen short, and say the point out loud in the first sentence.

PART 3 OF 5

Batch a week in one hour

1. Pick seven ideas from your pillars.
2. Film short clips during real jobs, with the customer's permission and nothing private on screen (addresses, faces, paperwork).
3. Edit all seven in one sitting.
4. Write a caption that says what the viewer will learn and how to reach you.
5. Schedule one a day.

WORKSHEET

This week's batch

Day	Pillar	Idea	Filmed	Posted

PART 4 OF 5

Staying honest and legal

- Never promise results or earnings you can't back up.
- Get permission before showing a customer, their home or their property.
- If a company gave you something or pays you to mention it, disclose that connection clearly and conspicuously; the responsibility is the creator's and the brand's, not the platform's (VERIFIED: FTC Endorsement Guides).
- Use music and sounds the platform licenses for your account type.

Sources:
FTC, "FTC's Endorsement Guides: What People Are Asking", read 21 Nov 2026 · https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking

PART 5 OF 5

Turning views into customers

- Put how to reach you in your profile: phone, booking link, service area.
- Reply to comments with a short answer and an invitation to message you.
- Every month, look at which pillar brought messages, not just views, and make more of that.

WORKSHEET

Monthly check

Pillar	Videos posted	Messages received	Jobs booked	Make more? (yes / no)

LOG

Video log

One line per video.

Date	Pillar	Opener used	Views	Messages	Jobs booked

NEXT STEP

Keep the money you find

When the customers come, count what each job really pays. LeakReceipts runs the free leak check on your own invoices and statements at **leakreceipts.com**.

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