VILLARDY F. ALCÉ · CREATOR COACHING FRAMEWORK

The coach who sees what the data can't.

A behavioral method for coaching TikTok Shop creators, built on Applied Behavior Analysis, B.F. Skinner's reinforcement science, and creator and ambassador programs since 2016.

OBSERVE FIRST, DATA SECOND	REINFORCEMENT-BASED ACCOUNTABILITY	CONVERSION-DRIVEN GROWTH

00	01	02	03	04	05
Research	Observe	Diagnose	Intervene	Reinforce	Measure

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01

The Coaching Philosophy

Most coaches lead with dashboards. Creators who are already earning have seen their dashboards. What they need is someone who sees what they can't see about themselves.

> *“Data tells you what happened. Conversation tells you why, and why is where the growth is.”*
>
> *“By the time a trend registers in a dashboard, the viral window is already closing. I lead with observation. Data confirms what I see; it doesn't replace it.”*

The ABA Connection

As a Registered Behavior Technician, I'm trained in Applied Behavior Analysis: **observe behavior first, collect data second, identify the function, then intervene.** I bring the same discipline to creators. Before I tell a creator what to fix, I scroll their content the way their audience does. Then I pull the numbers. At Southwestern Adventist University, I recruited and directed 20+ student ambassadors, across praise team, musicians, and class reps, as content creators for enrollment campaigns.

02

The 4-Phase Method

Each phase builds on the last. Skipping ahead produces advice without understanding, and that advice doesn't stick.

PHASE 01 **Observe** · Before the data

Native Content Audit

Scroll the feed the way their audience does, with no analytics open. What stops the scroll? Where does the hook lose energy?

ABA: DIRECT OBSERVATION

Signature Pattern Audit

Pull their top three posts and find what they share. Does the weak video break it? If so, the fix is already proven.

CHANNEL RESEARCH

Trend & Vibe Check

What's moving in their category now, and does the content feel lived or performed? An API can't measure authenticity.

HUMAN EYE ONLY

PHASE 02 **Diagnose** · Data confirms the pattern

Performance Data Pull

Views, watch time, click-through, conversion, and saves. Does the data confirm what I observed, or contradict it?

ABA: DATA COLLECTION

Function & Hook Trigger

Find the why behind the what. For hooks, name the trigger used and decide if a stronger one fits.

ABA: FUNCTIONAL ASSESSMENT

Creator Perspective

Ask first: "What do you feel is working? Where do you feel stuck?" Their answer shows the blind spots.

THEIR VIEW FIRST

PHASE 03 Intervene · A plan they can film

Prioritized Plan
Overloaded creators implement nothing. Every action is specific, time-bound, and tied to one number.

2–3 PER SESSION

Framework Prescription
Hook rewrites, CTA timing, product selection, cadence, story structure, each with a reference example.

WITH EXAMPLES

Commitment
Close every session with: "What are you committing to before we talk next?"

ABA: BEHAVIOR CONTRACT

PHASE 04 Reinforce · Measure the change

Implementation Check-In
Start with what got done. If it didn't, find out why: logistics, belief, or ego.

ABA: MEASURE CHANGE

Name the Win
Specific praise reinforces specific behavior. The exact change and the exact result.

POSITIVE REINFORCEMENT

Iterate
Every cycle creates new observation data. The method adapts; the discipline stays.

CONTINUOUS LOOP

03

The Hook Trigger Map

Every scroll-stopping hook pulls one of five psychological triggers.

TRIGGER	SOUNDS LIKE
Forbidden / Secret	“Nobody tells you this…”
Pattern Interrupt	“This is costing you…”
★ Transformation Proof	“Ever since I did this…” **Strongest for wellness and TikTok Shop: it leads with a lived result, not a claim.**
List / Speed Promise	“3 ways to…” · “The fastest way to…”
Direct Confrontation	“Be honest…” · “Hard truth…”

04

Skinner, Applied to Creator Coaching

Operant conditioning explains why some creators scale and others plateau, and it gives a coach a system instead of a hunch.

PRINCIPLE	CREATOR APPLICATION
Positive Reinforcement	Name the specific behavior and result right away. *For example: "That pattern interrupt at second three kept more viewers past the first scroll."*
Negative Reinforcement	Remove the friction holding them back. When a creator drops the script and engagement rises, removing the script was the reinforcer.
Extinction	Behavior that isn't rewarded stops. When posting drops off, find quick wins before motivation runs out.
Variable Ratio	Every post is a lever pull. Flops are part of the schedule. Consistency is the strategy; virality is the variable reward.
Shaping	Reward progress, not perfection: a better first line, then better pacing, then better pattern interrupts.
Punishment (sparingly)	Never shame a creator for a flop. Redirect: "This approach isn't working. Here's what the data suggests instead."

05

Creator Account Audit

Starting benchmarks. Adjust by category.

METRIC	WHAT TO LOOK FOR	COACHING ACTION
Hook retention (0–3s)	A big early drop means a hook problem, not a content problem	Rewrite the hook with a stronger trigger
Watch time %	Under about 40% suggests a pacing or structure issue	Find the drop-off point and tighten there
Click-through rate	High views, low clicks: the CTA or placement failed	Move the CTA and say it out loud
Conversion rate	High clicks, low sales: product or price mismatch	Review product fit and pricing
Saves	Low saves mean low purchase intent	Put the product in use; focus on one result
Posting consistency	Gaps over 3 days signal a workflow or motivation problem	Fix the barrier, not the symptom
Comment sentiment	"Feels fake" comments mean performing, not connecting	Strip back production; find the real voice
Signature pattern	The weak video breaks what the top posts share	Restore the pattern first

Core principle

A creator who's already earning has proven they can do it. The question is never **"can they?"** It's **"what's stopping them from doing more of what already works?"**

06 · WORKED EXAMPLE

The framework in action

A wellness creator promoting an apple cider vinegar gummy brand on TikTok Shop. Names removed.

THE PATTERN MATCH

Her top 3 posts

Hundreds to thousands of times this video's views

✓ Hands doing a task while she talks
✓ Hands doing a task while she talks
✓ Hands doing a task while she talks

This video

✗ Hands gesturing. Product just sits there.

She stopped doing the thing that made her go viral. That one pattern explained most of the gap.

OBSERVE · FACTS ONLY

- Inside-joke hook about “TikTok girlies” and bloating tips
- Product appears about 7–8 seconds in
- Leaning over a counter, gesturing, with no physical task
- Four results land at once at the end: cravings, insulin, throat burn, enamel
- Holds up a gummy in the last seconds, then drops it back
- Flash sale button on screen, never said out loud
- Saves were a tiny fraction of views

DIAGNOSE

WHAT'S WORKING

- Bloating is the right topic. People searching it are ready to buy.
- The product shows up in the first 10 seconds.
- Her energy is real, and she's likable on camera.
- She knows the product's benefits.
- Holding up the gummy is the right instinct, at the wrong moment.

WHAT'S COSTING HER

- Gesturing, not doing. Nothing for the eye to lock onto.
- It sounds recited, not lived. In wellness, belief sells.
- Four results compete for 30 seconds. None land.
- A small-door hook. Only one group feels invited.
- No spoken call to action.

SCORECARD

ELEMENT	BEFORE	AFTER THE FIXES
Hook	**Needs work**	**Strong (Transformation Proof)**
Signature pattern	**Missing**	**Restored**
Product moment	**Passive**	**In use**
Believability	**Recited**	**Lived**
Focus	**Four results**	**One story**
Call to action	**Missing**	**Spoken**

INTERVENE · SIX FIXES SHE CAN FILM TOMORROW

1	**Open on a close-up.** Cut a gummy open on the counter. No words yet. Stop the scroll before the hook. THIS SESSION'S PRIORITY
2	**Eat one mid-sentence,** like it's part of her routine. That signals more belief than anything she could say. THIS SESSION'S PRIORITY
3	**New hook, spoken and on screen:** “My stomach has been flat ever since I did this!” THIS SESSION'S PRIORITY
4	**One result, told as a story.** Bloating only: how it felt before, how long it took, what changed.
5	**Say the CTA out loud:** “There's a flash sale going on right now. Link is in my bio.”
6	**Film it when the feeling is fresh,** the morning after she notices a difference.

THE REBUILT SHOT LIST

0–2s	Close-up: knife cuts a gummy open on the counter. No talking.
2–5s	Hook, spoken and on screen: “My stomach has been flat ever since I did this!”
5–15s	The bloating story: before, what she tried, when she started.
~15s	Pops a gummy mid-sentence, without breaking stride.
15–25s	What changed, and how long it took.
25–30s	Spoken CTA: “There's a flash sale going on right now. Link is in my bio.”

REINFORCE · WHAT TO KEEP

- The bloating angle: go deeper, not wider
- Early product placement
- Knowing the benefits: one at a time
- Taking the gummy on camera: move it to the middle

MEASURE · THE NUMBER TO WATCH

Saves

A save means *“I want to come back and buy this.”* On this video, saves were a tiny fraction of views. **Every fix is built to move that one number.**

VAGUE VS. SPECIFIC

THE NOTE NOBODY CAN USE

“Make it more engaging.”

THE NOTE THEY CAN FILM

“Cut the first three seconds. Open on the product already in your hand, mid-action, before you say a word.”

07

Run It on Any Creator

A ten-step checklist. Print it, keep it open, use it on every review.

- [ ] **01** Scroll their feed like a viewer before opening any analytics
- [ ] **02** Pull their top 3 posts. What do they all share?
- [ ] **03** Does the weak video break that pattern?
- [ ] **04** Name the hook's trigger. Is there a stronger one?
- [ ] **05** Ask the creator what they think is happening
- [ ] **06** Write what's working before what's costing them
- [ ] **07** Pick 2–3 fixes they can film tomorrow
- [ ] **08** Get a commitment before the session ends
- [ ] **09** Name the specific win at the next check-in
- [ ] **10** Measure one number. For TikTok Shop, it's saves.

**Research first. Notes they can film.
Reinforcement that sticks.**

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