


# THE CONTENT CREATOR'S ROADMAP FROM ZERO → TO LIVE HERO



Unleash Your  
Creativity

Chart Your Course  
Create Your Success



A Step-by-Step  
Workbook for Aspiring  
TikTok Live Creators





# Intro & Welcome

## Before You Begin: A Message from the Life R:CH Network

**Welcome to the Life R:CH 28-Day Creator Challenge!**

**This is more than just a challenge — it's your launchpad to becoming confident, consistent, and connected as a TikTok LIVE Creator.**

Over the next **28 days**, you'll be guided step-by-step through simple, intentional actions that will help you:

- Build confidence on camera
- Find your voice and your audience
- Create real, authentic connections
- Go LIVE with purpose (and without fear!)
- Step into the next version of you

## A Few Things to Remember Before You Start

### **1. You don't need to be perfect — just present.**

No one expects you to have studio lighting, perfect words, or a big audience. The magic is in showing up as you are.

### **2. Your first LIVE will probably feel awkward — and that's okay.**

Every creator starts somewhere. You might stumble, lose your words, or talk to one viewer — but you did it. That's your real win.

### **3. You're not alone in this.**

You've joined a network of creators who are learning and growing just like you.

\* Talk in the WhatsApp group. \* Ask questions. \* Celebrate your wins. \* Support others. Even a single heart or comment can make someone's day (and boost their algorithm)!



**4. Take it at your own pace — but keep moving forward.**

This isn't about rushing; it's about building consistency.

If you miss a day, just pick up where you left off. The point is progress, not perfection.

**5. Remember your “why.”**

Whenever you doubt yourself or feel nervous to go live — come back to your reason for starting.

**6. Your story, your energy, and your voice are what make you Life R:CH.**

**Quick Reminders**

- Stay positive and supportive in all chats and collabs.
- Always represent yourself and the network respectfully.
- Celebrate small wins — they're signs of big growth ahead.
- Enjoy it. Have fun. Laugh at the bloopers. That's what makes this real.

**Your Challenge Starts Here**

Take a deep breath.

You're about to unlock something powerful — your creative confidence.

Let's jump start this journey of creation together!

**BE SURE TO CHECK OUT THE ADDITIONAL TIPS  
SECTION AT THE END OF THIS WORKBOOK FOR  
BONUS GUIDANCE ON;**

- **BUILDING YOUR CONTENT**
- **IMPROVING ENGAGEMENT,**
- **AND STAYING CONSISTENT.**





# WEEK 1:

# Build Your Creator Foundation

## DAY 1: - Welcome to the Network

Objective: Get settled, meet your tribe, and set your intention for this journey.

Welcome to the Life Rich Network, this is your space to grow, connect, and step into your purpose with confidence. Today is all about arriving. You're not just joining a challenge, you're joining a community that believes in your potential.

### Your Tasks for Today

- Book your 1-1 introduction with either Machala or Michelle via TikTok Messenger or WhatsApp: 07441 344 606.
- We will get you familiar with what's ahead and how this challenge will help you grow.

Next Set Your Intention, as you prepare to do your 10-min live trial

Complete this sentence; By the end of these 28 days, "I want to....."

### Reflect

- What do you want people to feel when they see your content?
- What do you hope this journey brings into your life?

Write Your "Why" Statement:

(Keep your why close — it'll remind you what this journey is really about on the days when you don't feel like showing up).

My why is... \_\_\_\_\_

Tip: Also write your "why" somewhere visible (like your notes app or mirror) so you see it daily. The stronger your reason, the easier it'll be to show up.





## DAY 2: - Your Setup & Test Run

Objective: Prepare your live space and meet a buddy:

- Find a comfortable, well-lit space.
- Test your lighting and sound.
- Record a 30-second “practice intro” (don’t post yet).
- Tag your new Accountability Buddy in the group to check in with you before your first live.

**Tip: Having one person to check in with can make all the difference.**

### Next Understand the Platform

Goal: Get familiar with TikTok’s live features before you go live.

Explore how lives work, and take pressure off, it’s not a performance. (Unless you want it to be of course ).

**Watch at least 3 lives by small creators (not big influencers).**

Write what you liked and didn’t like:

I liked... \_\_\_\_\_

I didn’t like... \_\_\_\_\_

Go to your TikTok > tap “+” > scroll to “LIVE” — don’t press “Go Live” yet, just look.

Note any fears or questions you have here:

## DAY 2: - Continued - Announce Your First Live & Set Up Your Support Squad

Goal: Get ready for your first live by planning when you’ll go live and letting the community know.

### Step 1: Pick Your Live Time

- Choose a time within the next 24 hours that feels realistic and comfortable for you, let us know and we’ll book you in!
- Try to pick a quiet moment where you won’t be interrupted. What’s your best time ? Morning, lunch, or evening all work fine.

☐ Write your live time here: \_\_\_\_\_

☐ Optional: Share your topic idea too (e.g., “My first live — sharing why I joined this challenge”).



## Step 2: Tell the Group

Post in the LiFe R:CH Network WhatsApp chat to let everyone know when you're going live.

This helps with two things:

- Accountability — once you say it out loud, you're more likely to do it.
- Support — other creators can show up to cheer you on or leave a comment of encouragement.

## Mantra for the Day:

*"Tomorrow, I show up for myself. I'm ready, I'm capable, and I've got support behind me."*

## Day 3: -Your First Live — Let's Go!

### Goal: Face the fear, press the button, and go live for the first time.

Before You Begin

This might feel like the hardest step of the challenge and that's completely normal. Even the most confident creators were once right where you are.

**Remember:** Don't overthink it — your first live doesn't need to be perfect; it just needs to happen. Hardly anyone will see it, which makes it the perfect time to get comfortable and have fun testing things out.

### Step 1: Create a Mini Plan

Before you hit "Go Live," jot down a few simple points to help you stay focused:

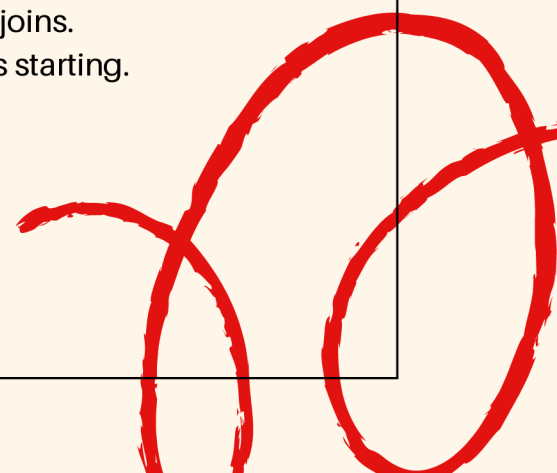
- ☐ Topic: \_\_\_\_\_
- ☐ 3 talking points:
  - 
  - 
  -
- ☐ How you'll end your live: \_\_\_\_\_
- ☐ Optional comfort setup: background music, good lighting, a favourite drink nearby.

### Step 2: Go Live (At Least 10 Minutes!)

Your goal is to go live for at least 10 minutes, even if no one joins.

Think of it like your "first rep at the gym." The hardest part is starting.

Tips for Success:

- Smile at the start — it relaxes your energy.
  - Keep your phone steady.
  - If you stumble, laugh it off — it makes you relatable.
  - Say hello to anyone who joins; just be you!
- 



### Step 3: Reflect & Share

After your live, write down:

- ☐ What went better than expected?
- ☐ What you'd tweak next time?
- ☐ What are you proud of?

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Continued.....

Then hop into the WhatsApp LiFe R:CH Network chat and post something like:

"Just finished my first live! 🎤 It was scary at first but I did it! Anyone else going live today?"

You'll get love and encouragement from the group and you'll motivate someone else to do theirs.

### Step 4: Buddy Check-In

- If you've got a buddy, check in with them after your live.
- Celebrate their win or help them prep for theirs if they haven't gone yet.

**Remember: this network grows stronger every time one of us shows up.**

### Step 5: Celebrate, Reflect & Connect

Goal: We'll provide feedback from your lives and you can reflect on your progress and build confidence from what you've received and achieved.

Reflect:

How did your first live feel emotionally?

What surprised you most about doing it?

What's one thing you're proud of?

Write it here:





Go comment on 3 other creators' lives or videos to cheer them on — connection builds momentum.

Pro Tip: Leave authentic comments — "Loved your energy today!" or "You inspired me to go live too!"

**Mantra:**

*"Every time I connect, I grow."*

## DAY 4: - Plan Your Next Live

Goal: Use your first live as a foundation to improve and prepare for consistency.

**Ask yourself:**

- What worked well last time?
- What would make my next live easier or more fun?

Step 1: Choose your next live topic: \_\_\_\_\_

Step 2: Set your date & time: \_\_\_\_\_

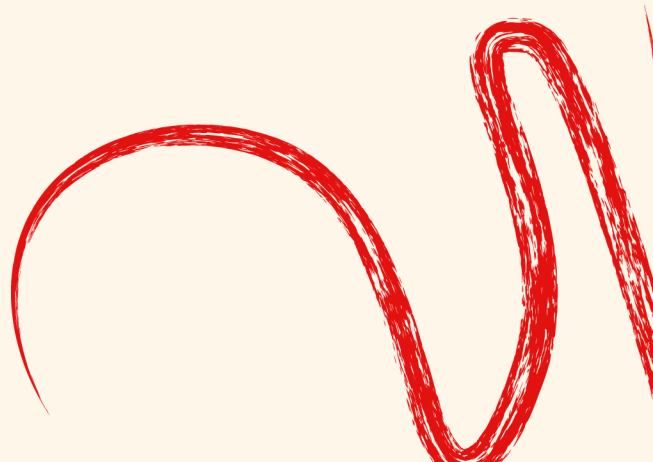
Step 3: Tell your buddy & the group

Step 4: Note your progress by booking your lives with Machala and Michelle

Tip: Don't overthink it — it's better to go live again soon while your courage is fresh. Plus you've got us supporting you and we will go on lives with you to keep you going, during the 28 day challenge and boost your confidence!

**Mantra:**

*"I've done it once — I can do it again, and be better."*





## **Confidence, Connection & Consistency**

Theme: You've faced your fears — now it's time to grow your confidence and build your rhythm.

Your nearing the end of your first week.. Now get ready to start posting on your platforms, messages your followers your next live date, continue connecting with group, ask any questions you might have and find your voice in the community.

### **Post with Purpose**

Objective: Strengthen your presence with simple, honest content.

Create one TikTok video today that:

- Shows something about you (a daily moment, a quote you love, or a thought)
- Has a clear caption or message that connects

Post it — even if it's not "perfect."

Watch and comment on at least 3 other creators' videos in the group.

Tip: Again don't overthink your video! Your viewers connect to real, not rehearsed.

## **DAY 5: - Community Day (Engage & Uplift)**

Objective: Build connection through genuine interaction.

- Go live or join a match with another creator in the network.
- If you're not live, spend at least 20 minutes commenting on other lives or videos.
- Tag one person from the group in a story or comment to cheer them on.

Post in the chat:

"Today I showed up for the community by..."

Tip: The more you give to others' journeys, the stronger your own presence becomes.





## **Step1 : Collab Ready (Match & Flow)**

Objective: Learn the art of collaboration.

Watch the weekly network live (or replay).

Take notes on:

- How creators keep the conversation flowing
- How they engage viewers
- How they balance energy between each other

Then...reach out to someone you haven't met in the group and plan a short match or duet for this week.

Tip: Don't wait to "feel ready" — the magic is in learning as you go.

## **DAY 6-7: - Get ready to go live again - Why not Share Your Story**

Objective:

- Build emotional connection through storytelling.
- Record a TikTok about why you started or what inspired you to go live.
- Speak freely time is your friend and just speak from the heart.


**Action:**

- Post on highlights and tag the network hashtag so others can see and comment.
- Go live on day 6 for 30 mins and again on day 7 for 45mins. Message LiFe R:CH your planned go live times for us to schedule your lives and provide support.
- Message the WhatsApp group your go live link for so we can jump on the live and to confirm challenge days completed.





# Week 2. – Find Your Flow



## DAY 8: - Celebrate & Schedule Ahead

Objective: Reflect, celebrate, and prepare for this weeks consistency challenge.

Write 3 things you're proud of this week:

- 1.
- 2.
- 3.

Write your next live date & time below — and confirm it in the WhatsApp Group Chat and LiFe R:CH Network:

Say;

"I'm going live on [day/time] — hold me accountable!"

Comment on 2 other people's confirmations to cheer them on.

Tip: Confidence is built through repetition — the more you do it, the easier it becomes.



## DAY 9-11 : - 3x3 Content Challenge

Objective: Build variety into your content.

Create 3 short pieces of content today and post over the next 3 days on your profile page to start growing your audience engagement. Invite members from the group chat, invite new followers as well current ones.

- One story or behind-the-scenes clip (show something simple about your day)
- One tip or thought video (share a quick insight or personal truth)
- One engagement post (ask a fun or thoughtful question to your viewers)

Post at least one today — schedule the others across the week.

Drop your post in the group chat so others can show love.

Tip: The more variety you create, the easier it is to discover what your audience connects with most

Over these 3 days continue to go live by yourself, with group members you've connected with. Also join the battles and challenges to increase confidence, visibility and daily go live schedule.

## DAY 12: - Confidence in Action (Go Live Again!)

Objective: Strengthen your live presence through flow and fun. Keep up with the challenge and go live daily. The goal is an hour per day now. Step it up! You can split the hour in two by going live x2 in a day for 30 mins or more...

- How do you now want to construct your lives now that you've done a few?
- What is your goal for your page and what can you now discuss to promote your message on your lives?
- Review what went well last time
- Write down one intention received from feedback (e.g. "I'll smile more" or "I'll ask my viewers a question")

**Try one of these live themes:**

- "Day in my life"
- "Things I wish I knew when I started"
- "What keeps me motivated"

Tip: Confidence doesn't come before action — it's built through it.



## DAY 13: - Audience Connection & Growth

Objective: Now you should be identifying who your viewers are and start to build engagement naturally through engagement. Thank them for the follow, remember comments made and start during the live discussion.

Spend 15 minutes watching lives of other creators (especially in your niche).

Note:

- What keeps you watching?
- What makes people comment?
- How do they start and end their lives?
- What are they're hooks?

**You now need to:**

- Update your own "go live checklist" based on what you noticed.
- Comment on at least 3 lives with genuine, thoughtful responses.

Tip: Study the energy, not the numbers

Your audience will grow when you connect authentically and consistently

## DAY 14: - Collab & Create

Objective: Spark creativity through collaboration.

Reach out to another creator (or your accountability buddy) and plan a short duet, stitch, or live match.

Together, decide on a fun theme, maybe something light like "2 truths & a lie" or "our biggest lessons so far."

Schedule your collab and post in the chat what day/time you'll go live together.

Check in after: "Our collab went great because..." or "Next time, we'll try..."

Tip: Collaboration expands your audience and makes content creation feel like play.

This week is about confidence, consistency, and carving your unique lane as a creator who shows up with ease and purpose. You're not just participating now... you're becoming!



The image features several thick, hand-drawn red swirls that frame the central text. One swirl starts at the top left, loops around the top, and extends towards the right. Another swirl is on the right side, curving upwards. A third swirl is at the bottom, looping from the left towards the center. The background is a solid light beige color.

# CONGRATULATIONS & WELL DONE

- You've already come further than most do.
- Keep focusing on showing up, not on numbers!
- Consistency builds confidence, and confidence brings results.
- **You're now half way through the challenge!!**
- If you want to speed things up in your challenge and go live more often, feel free to join battles and challenges that TikTok suggest to you as they are allocating your niche through your consistent go live presence.
- Step it up and gain more diamonds during the 28 day challenge, the more gifts received, the more earnings you achieve!



# Week 3.

## – Shine & Sustain



### **DAY 15 -21: – Consistency Over Perfection**

Objective: Strengthen your posting habit with structure and flow.

**Create your Mini Content Calendar for the next 7 days then stick to your plan and post/go live according to your plan:**

**Structure: Day/ Content Type/ Topic or Idea / Post/Go Live Date**

- Mon - Story / Post
- Tues - Live
- Wed - Tip / Quote
- Thurs - Collab
- Fri - Behind-the-scenes
- Sat - Reflection
- Sun - Rest / Prep

Share your plan in the group — you might inspire someone else's schedule too!  
Always to remember to notify LiFe R:CH Network to schedule your Live Booking Planner.

Tip: Don't aim for "viral." Aim for "visible." Show up so people can find you.

**You've built the courage, community, and rhythm, now it's time to own it.**

### **DAY 22: – Audience Energy & Engagement**

Objective: Build connection through conversation.

Before your next live, write down 3 open-ended questions you can ask viewers, like:

- "What made you smile today?"
- "If you could do one thing differently this year, what would it be?"
- "Where are you all tuning in from?"

Go live for at least 30 minutes and practice being present — respond, smile, pause.  
After your live, reflect: What did people respond to most?

Tip: Engagement comes from energy. People remember how you made them feel, not what you said or how you look.



## **DAY 23: - Collaborate & Elevate**

Objective: Leverage your network and show your progress.

Set up a live match, duet, or joint Q&A with another creator or your buddy.  
Announce it in the group so others can join in or support in the comments.

During your collab:

- Keep it fun and light-hearted.
- Introduce your partner's audience to who you are and what you're about.
- End with gratitude — thank your viewers and your collab partner.

Tip: Collaboration isn't competition — it's expansion. When one grows, we all grow!!

## **DAY 24-26: - Reflect, Reuse, Repurpose**

Objective: Learn to get more out of your content.

- Scroll through your past lives or videos — pick 1-2 clips that had great energy or moments.
- Repurpose them into short highlights, bloopers, or "best of" clips.
- Post them with a caption like: "Throwback to when I almost didn't go live 😅 but did it anyway!"


Ask the group for feedback on your clip — what vibe do they get from it?

Tip: Repurposing saves time and shows your growth story. People love to see the journey.

## **DAY 27: - Go Live Like You Mean It!**

Objective: Your biggest live yet — confidence meets connection.

Go live for at least 60 minutes today. Choose one of these themes or create your own:

- "What I've learned from 28 days of showing up"
  - "My story so far"
  - "Ask me anything"
- 



**Before you go live:**

Write down your flow — intro, topic, interaction moments, outro.

**DAY 28: - Graduation & Gratitude**

Objective: Celebrate your journey and set your next goal.

Write your "Before & After":

When I started, I felt...

Now I feel...

Post your final reflection video or story:

"What 28 days of showing up taught me..."

Share one piece of advice in the group for the next wave of creators joining after you.

**Complete the checklist:**

- ☐ Introduced myself
- ☐ Did my first live
- ☐ Showed up weekly
- ☐ Supported others
- ☐ Collaborated
- ☐ Celebrated myself


Tip: This isn't the end — it's your launch pad. You've built the foundation, now keep showing up and shining your light.

Share your live time in the group so others can come show love!

After your live:

Drop your reflection: "This live made me feel..."

Tip: Don't worry about numbers — you're building depth, not just views.







# Congratulations You Did It!

You've officially completed the 28 Day Creator Challenge and that's no small thing!

Over the last month, you've built courage, confidence, and consistency. The three pillars that separate dreamers from doers.

You've gone live, shown your face, shared your voice, and started building something real. Whether your lives had one viewer or one hundred, every time you pressed "Go Live," you moved closer to your potential.

Remember — being a creator isn't about perfection, it's about progress.

Every post, every live, every small step adds up. You've proven you can start, and that's what matters most.

The journey doesn't end here, this is just the beginning! Keep showing up, keep experimenting, and keep connecting.

The Life R:CH Network is your base, a space to grow, collaborate, share and shine. You've now activated something powerful, your creator energy! Now keep that frequency going, and to do that, is to go at it again, and stay Life R:CH.

**Stay true to your passions, values, and personal brand**

## **LiFe R:CH NeTwork**

**Show Up. Create. Shine.**



# Creator Growth Tips

## Keep Your Momentum Going

Here are some simple but powerful steps to help you keep building after your challenge:

### 1. Optimise Your TikTok Bio

Your bio is your first impression — make it count!

Use one clear line that says who you are, what you offer, why people should follow.

Example:

Poet & Storyteller | Sharing real moments & spoken truth.

Add your network tag (e.g., #LifeRCHCreator) and link your Instagram or website if you have one.

### 2. Research Creators in Your Niche

Spend 10–15 minutes a day watching creators who inspire you.

Ask yourself:

- What kind of lives get the most engagement?
- How do they start their lives or talk to viewers?
- What style, tone, or topics make people comment and stay?
- Then, make it your own. Inspiration is great; imitation is not.

### 3. Engage with Others Daily

Support other creators in the network by dropping hearts, comments, and gifts.

Even free hearts help boost visibility and earn diamonds for your peers — and trust, that energy comes right back around!

### 4. Keep Your Lives Flowing

Aim to go live at least twice a week (even short 10–15 min sessions).

Ideas for quick lives:

- “Get ready with me”
- “Mini storytime or poem reading”
- “Q&A about your passion or project”
- “Chatting while cooking / studying / getting ready”

### 5. Plan Your Week Ahead

Write out your live ideas, post goals, and intentions every Sunday.

Small structure = BIG Results. Use the Life R:CH WhatsApp group to stay accountable and let people know when you’re going live, tag your buddy for support.





## 6. Experiment and Evolve

Try new sounds, filters, and formats. Notice what feels natural — that's your creative zone. If something flops, it's feedback, not failure.

## 7. Stay Connected to the Network

We're stronger together.

- Join weekly lives, collabs, and discussions to learn, grow, and share your wins.
- Remember, your consistency helps everyone — and the more active you are, the more opportunities come your way.

# What's Next For You?

The difference between creators who plateau and creators who scale isn't talent, it's support, strategy, and access.

You've laid the foundation. Now it's time to build your digital empire!

## Let's Talk About Your Future

- DM us on TikTok: @life\_rich\_network
- Visit our site: <https://www.itzrich.com/liferichnetwork>
- Book a call: WhatsApp: 07441 344 606

One More Thing...

You didn't complete this challenge by accident. You completed it because you're committed to becoming more than just another creator. You're building something real.

We see you. We support you. And we're ready to help you go further.

Welcome to the next level. Let's create your success story together.





Life  
RICH  
Network