



A CASE STUDY

How Creative Explained Turned Educational Videos Into A 6-Figure Book Business

“Don’t throw it out.”

In May 2020, Armen Adamjan (aka @creative_explained) uttered that phrase for the first time on TikTok. Three years and hundreds of videos later and it’s still his go-to advice.

And, judging by his massive following, people listened.

In the first three months alone, Armen’s first book sold 10,000 copies!

Armen’s business, *Creative Explained*, brings plant

and gardening hacks to users on TikTok, Instagram, and YouTube. Combining his love for plants and videography skills, Armen grew a massive following on social media, with more than 3 billion views across platforms!

He followed up his social media success by turning the content he already had into books. His fans rushed to buy the printed version of his life hacks, helping Armen make his business profitable while delighting his fans.

Creator Overview

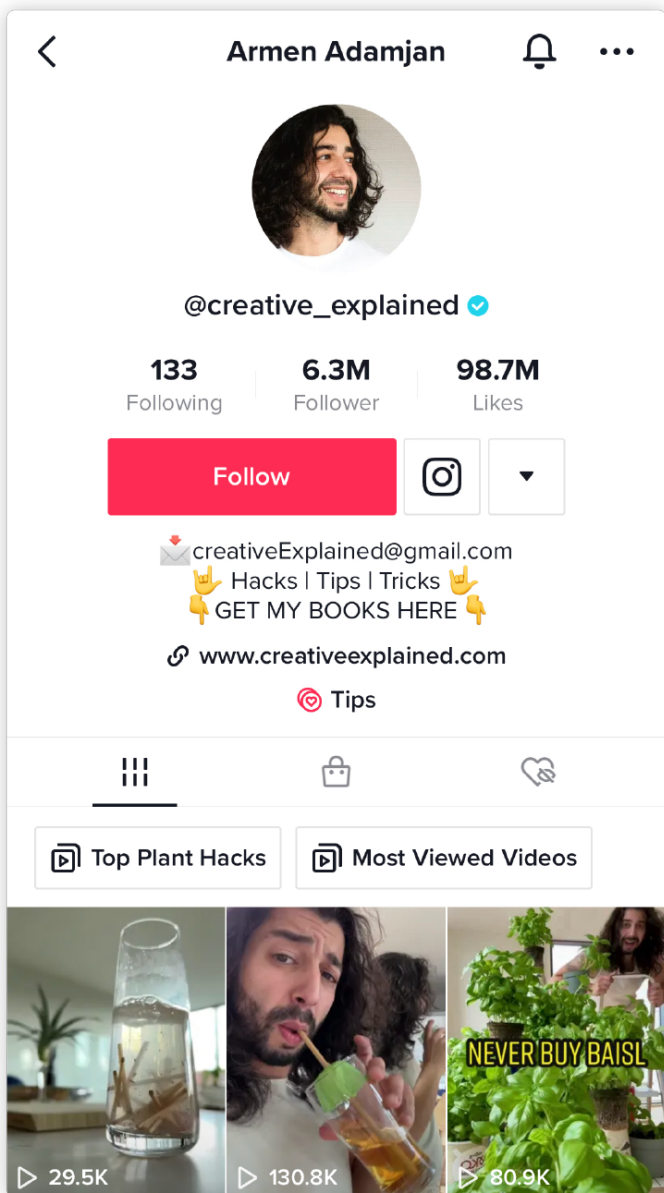
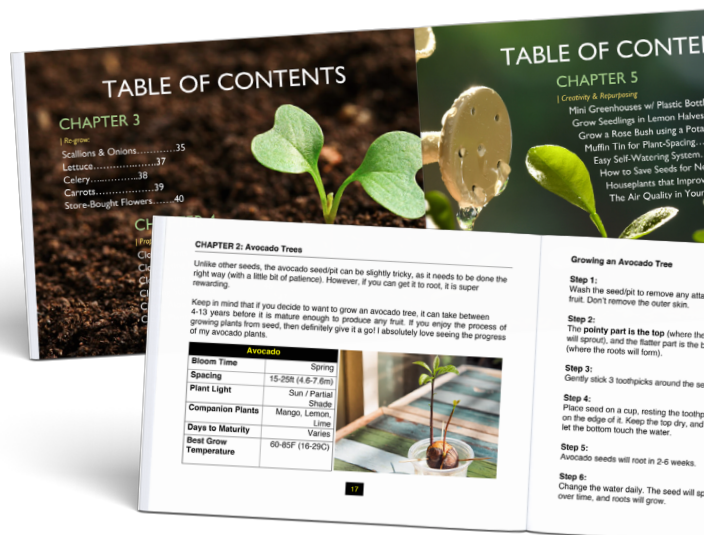
Armen's journey is rooted in curiosity—he wanted to explore different ways to combine film and his love for nature. His social media videos began as a creative expression of his curiosity and a way to share his plant, home, and life hacks.

Armen is a multi-talented artist and creator. His business centers on his video content from TikTok and Instagram.

Starting from an interest in film and a love for gardening and plants, *Creative Explained* grew into

a profitable business, in part, due to Armen's ability to sell books that expand on the videos he shares on social media.

"All I've ever wanted to do is explain my creativity."



Solving Problems

The entire purpose of *Creative Explained* is to provide plant, household, and general life hacks. What do you do with the snipped ends of a green onion? How do you get that stain out without bleaching your clothes?

Armen's videos solve specific problems his fans often don't even know they have. But with hundreds of videos, it can be tough for his fans to find and reference exactly what they're looking for when they need it.

That's where *Don't Throw It Out* comes in. With a book, Armen can provide his fans with a curated, detailed, and organized compendium of his tips and tricks. No searching his TikTok profile or hoping Google can serve up the post his fans need: now they can just flip to the correct page and they're ready to go!

The Product

The books, appropriately titled *Don't Throw It Out* and *Don't Throw It Out #2*, are collections of the tips, tricks, and hacks Armen shares on social media. As his videos reach larger and larger audiences, new and old fans want more. Armen deftly guides these fans to his website, where they can buy his books and dive deeper into his content with his vast video library.

The newest edition also features QR code links to the videos, connecting his readers with his video content. The videos inspire people to buy his books and the books inspire people to watch his videos.

Creating, in Armen's words, "a revenue circle."

With millions of followers and over 50,000 readers around the world, Armen has built a community giving his fans multiple ways to connect and share his work, continuously bringing them back to his content for more.

Turning Creativity Into a Thriving Business

The *Creative Explained* books rely on print-on-demand to print and fulfill orders. Armen

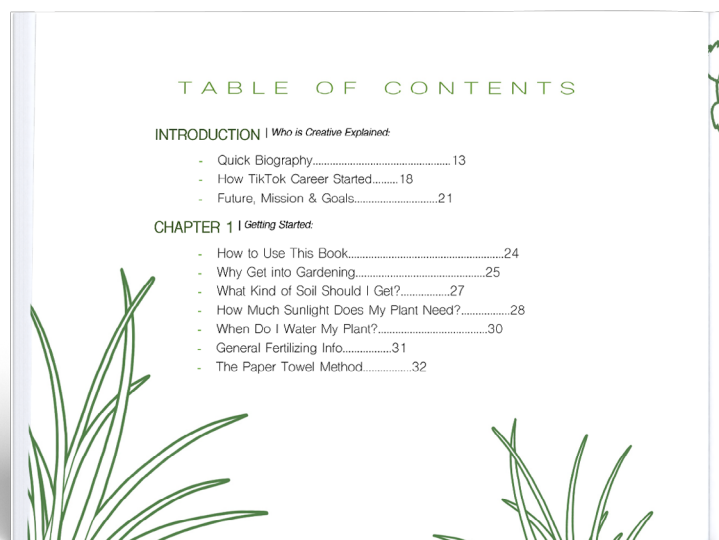


TABLE OF CONTENTS	
INTRODUCTION <i>Who is Creative Explained?</i>	
- Quick Biography.....	13
- How TikTok Career Started.....	18
- Future, Mission & Goals.....	21
CHAPTER 1 <i>Getting Started:</i>	
- How to Use This Book.....	24
- Why Get into Gardening.....	25
- What Kind of Soil Should I Get?.....	27
- How Much Sunlight Does My Plant Need?.....	28
- When Do I Water My Plant?.....	30
- General Fertilizing Info.....	31
- The Paper Towel Method.....	32

chose Lulu to publish his books to take advantage of high-quality, automated printing options and the Lulu Direct Shopify App so he can sell books on his website.

He needed that control to be sure his books perfectly aligned with his video content. And selling direct helps develop a connection to his audience without a third party calling the shots or taking a cut of his revenue. Armen's popular videos drive fans to want more, leading to thousands of book sales and many thousands of dollars in revenue.

Additionally, because his books are printed on-demand, Armen doesn't need to worry about buying books in bulk, fulfilling orders, or handling any of the sales process. His fans purchase through his Shopify store, Lulu prints and ships the books, and Armen focuses on making the content he loves to create.

The print-on-demand (POD) publishing model is perfectly aligned with Armen's interest in sustainability and minimizing waste. As an added bonus, Lulu's certification as a B Corp means that each of the POD books Armen's customers order is printed and delivered in the most environmentally and socially conscious ways available.

Growing a Pineapple Plant

Step 1:

Twist off the pineapple top.

Step 2:

Peel off 3-4 layers of the lower leaves. You'll see little brown nubs that the leaves were covering up. New roots will sprout from these nubs.

Step 3:

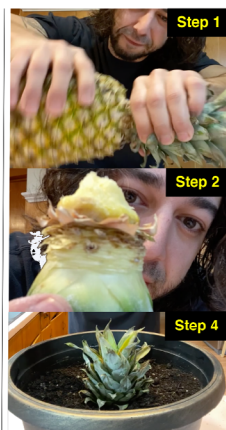
Leave the top to dry for 1-2 days away from direct sunlight.

Step 4:

Plant the pineapple top in a pot with soil. Keep the soil moist. Water daily.

Step 5:

The pineapple top will root within 2-3 weeks, and the leaves will begin to grow. (It's normal for some leaves to dry and turn brown during the first 2 months)



22

Creativity Explained

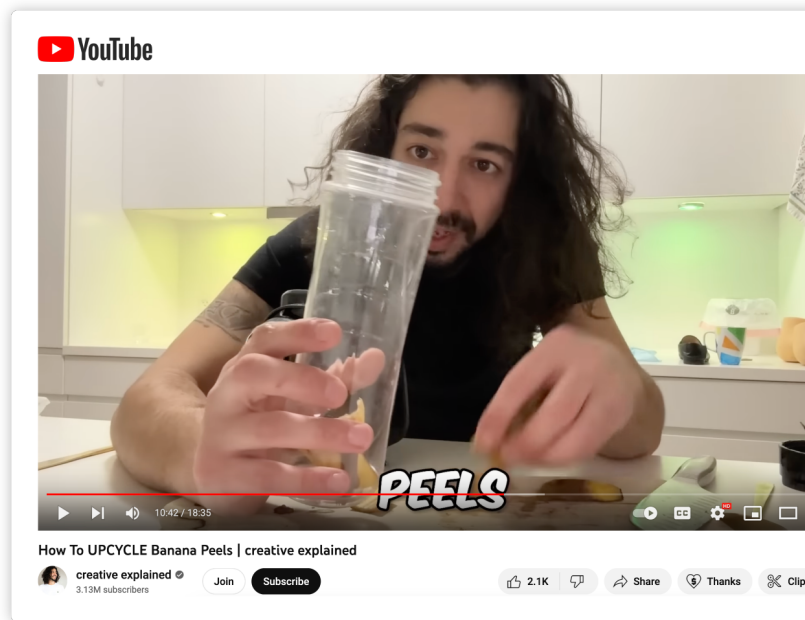
Armen's success is built on his drive to be creative and to share knowledge. He's an example of a creative entrepreneur doing everything right: he creates content that satisfies his (and his fans') curiosity.

Armen's videos and books are as much an exploration of his interests as a business model. He imbues his content with genuine curiosity and excitement about learning new hacks for growing and maintaining plants.

By focusing on his creativity, Armen doesn't get bogged down looking for 'the next big thing' or trying to adapt his interests to meet the expectations of everyone online. Instead, he creates what he wants, does it very well, and gives his followers multiple ways to interact with his content and support his creative endeavors.

Timeline to Success

- **4/2020** Armen uploads his first TikTok video
- **6/2020** Armen amasses over 500,000 followers
- **8/2020** Over 200 videos published
- **12/2020** *Don't Throw It Out* is published
- **2/2021** Over 10,000 books sold
- **11/2021** *Don't Throw It Out 2* is published
- **5/2022** Armen appears on The Good Dish to promote his books
- **8/2023** Over 50,000 books sold



About Lulu

With Lulu, you can turn your best-performing content into a beautiful book that will grow your brand, your audience, and your bank account. With Lulu Direct's print-on-demand ecommerce integrations, you sell your books directly to your fans from your website. We automate the printing and shipping for you.

Lulu also offers a free Print API to connect any site and ecommerce platform to our print-on-demand network.

To learn more about selling books direct to your audience with Lulu, visit lulu.com/sell/sell-on-your-site.

