

Your 'Quick Start' Guide to TikTok

I have been told and still believe that going viral is not luck it's formula.

1. Find 'Social Media Managers' or content creators who continuously offer/share updates on the algorithm. This will allow you to learn what is being pushed and created on TikTok at the time you choose to begin.

I found creators like those listed below super helpful (Remember these can be a guide and the more you follow or interact with social media manager type content the more you will learn on how to scale!)

@secretsocialari
@sociallykels
@sabrinaannesocials
@managedbyskye
@misscarolineflett
@sydneyonsocials

2. When you choose to begin remember small tips or changes to your content can help immensely.

Things Like:

Good lighting; Place your phone, ring light, or tripod near a filtered light window. I use the same window each time.

Text placement; A 'search bar' has been added to TikTok since filming this video so either just down from this OR more centered and in a bolder font!

Open with a Hook; a short 3-4 word hook or 3 second line to 'stop the scroll'. Your opening line matters, you can also use this to 'title' your video to 'hook' people in.

Use a 'CTA'; A Call to Action. Tell your audience what you want them to do next. For example, follow for more or visit this site for more. Deliver a direction to help your growth as the creator and Business owner.

3. Know your Pillars. Not every video is made to go viral. Solidify your message/brand and stick to it. Find your pillars such as informative/educational, viral etc. Trial these at the start and see what sticks. 10% of your content should be trial and error to see what works and what helps you grow.

Bonus Tip 4 & 5: To find Inspiration in your Niche or already see what kind of information people are looking for! Hit the 'search' icon. Type a '#' plus what it is you want to search. Then Filter the 'watched videos' bar to the last 7 days and the 'sort by' to most liked.

To repurpose your content Without the Watermark! Visit tiksave.io and Download your TikTok video for free without the watermark.

For further training or TikTok inspiration feel free to join our Facebook Group at www.facebook.com/groups/herownmoneymind



@herownmoneymind