



Setting up for
success checklist

Basic setup



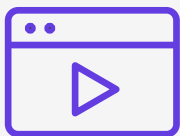
Choose your name

Make your name something unique and easy to remember. If you are on other social media channels, make sure the name is the same or as similar as possible.



Add your profile image

Keep this simple and visual, it appears very small on the screen so you want people to easily recognise it when it's small. If using a logo, put it on a bright background, if a photo make sure it pops out of the screen.



Add your profile video

Keep the same theme as your profile image but add some serious movement to it. This is only shown on your profile page, so it's larger than the profile image, meaning you can add some more complexity to it.

Basic setup

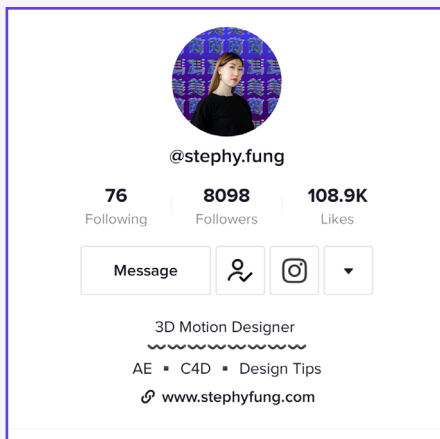


Add your bio

Make this short and sweet. Just outline what it is you do and add any contact details you might want in there.

Don't forget to link up your Instagram or YouTube to get the hotlink on your profile. This will make driving traffic to your other channels super easy!

Some awesome examples:

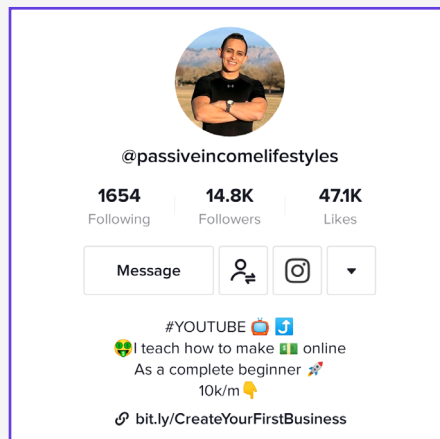


@stephy.fung

76 Following | 8098 Followers | 108.9K Likes

Message [Profile] [Instagram] [More]

3D Motion Designer
AE • C4D • Design Tips
www.stephyfung.com

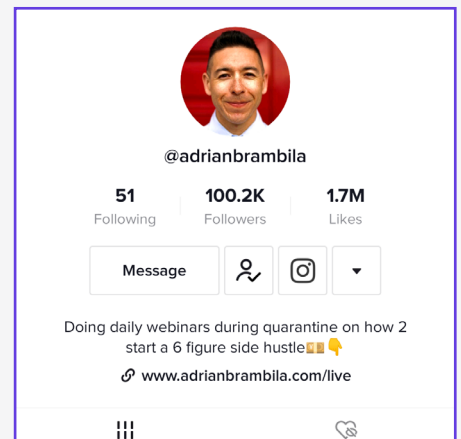


@passiveincomelifestyles

1654 Following | 14.8K Followers | 47.1K Likes

Message [Profile] [Instagram] [More]

#YOUTUBE [YouTube] [TikTok]
👉 I teach how to make 💰 online
As a complete beginner 🚀
10k/m 📈
bit.ly/CreateYourFirstBusiness

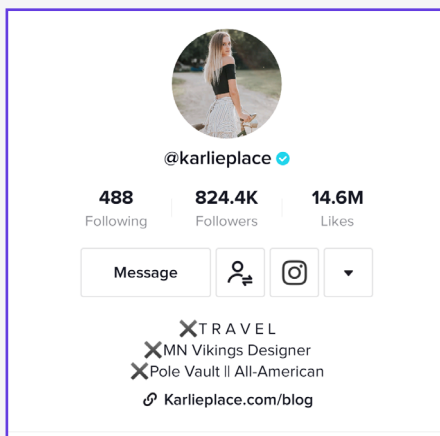


@adrianbrambila

51 Following | 100.2K Followers | 1.7M Likes

Message [Profile] [Instagram] [More]

Doing daily webinars during quarantine on how 2
start a 6 figure side hustle 📈👉
www.adrianbrambila.com/live

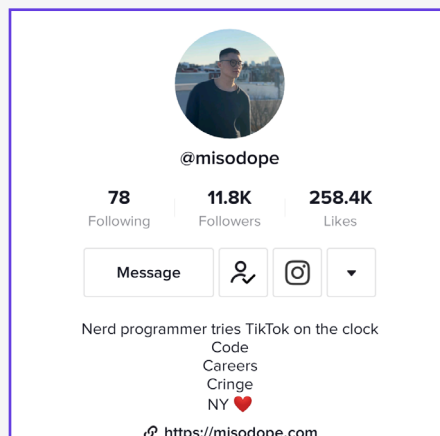


@karlieplace ✓

488 Following | 824.4K Followers | 14.6M Likes

Message [Profile] [Instagram] [More]

✂ TRAVEL
✂ MN Vikings Designer
✂ Pole Vault II All-American
Karlieplace.com/blog

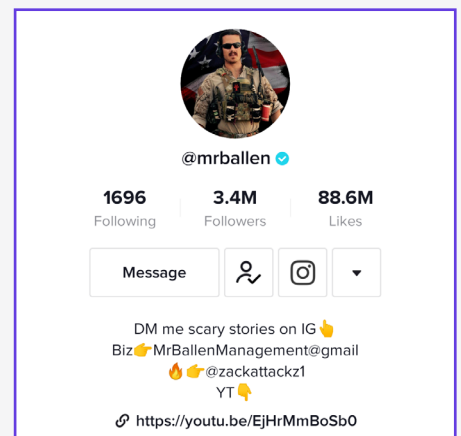


@misodope

78 Following | 11.8K Followers | 258.4K Likes

Message [Profile] [Instagram] [More]

Nerd programmer tries TikTok on the clock
Code
Careers
Cringe
NY ❤️
<https://misodope.com>



@mrballen ✓

1696 Following | 3.4M Followers | 88.6M Likes

Message [Profile] [Instagram] [More]

DM me scary stories on IG 📱👉
Biz 📧 MrBallenManagement@gmail.com
👉👉 @zackattackz1
YT 📺
<https://youtu.be/EjHrMmBoSb0>

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Step 1

Create 3 videos

You need to start by creating some content for anyone visiting your profile to see. This is an important step for the next stages. Try getting on trends, try some educational and try something funny.

Top tip!

These 3 pieces of content need to be some of the best content you can make. Spend time crafting them and making sure they are worthwhile, even show some friends and colleagues.

Not only are these pieces going to be the thing potential followers will see and judge you on. But TikTok grades your first 5 videos in more detail than anything after it.

This will then influence your account authority and how quickly you will be able to grow your account.

No pressure.

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Step 2

Research and favourite hashtags

You want to be finding hashtags that you can engage with and that relate to the content you are going to be posting. You can then favourite them so that when you are creating content, they will pop up and will be super easy to access.

You are looking to get 3-5 broad hashtags, 3-5 niche and another 3-5 super specific to what you do. But in a video you'll only use around 5 of these.

Top tip!

Hashtags work differently in TikTok than Instagram. They aren't used as much for searching for content as they are to categorise your content and users that engage with that type of content.

So the more specific the range of hashtags you use, the better the audience that will be targeted by TikTok for your content.

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Step 3

Engage on others content

Just as on Instagram, commenting on other peoples content can get a lot of traffic back to your profile. Especially if you make a comment that stands out or resonates with the audience.

So don't just throw an emoji in there. Share your opinion, make a joke, add to the video. Just be nice though.

Top tip!

Comments can have a massive impact on your traffic. Some of the comments I've made on others videos do better than the actual content I've created!

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Step 4

Keep the conversation going

If someone comments on your content OR replies to a comment you've left. Don't leave them hanging, reply to them and keep the conversation going.

We want to be building relationships here, not a transactional nature of 'look at my content then buy stuff' relationship.

Top tip!

You will probably get some hate on this platform, but first, don't worry about it.

Second, if you keep calm and don't take offense, you can turn those haters into advocates for you and your brand. These can be some of the best followers you'll get.

So take a step back, reply to them with some wit and keep it light, you never know, you might be able to turn them around.

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Step 5

Create 3 pieces of content a day

It might sound like a lot, but with the ideal video length being 12 seconds, creating 3 pieces of content is actually very easy. It's like creating 3 IG stories a day, so it is possible and it is the best way to grow.

Top tip!

Instead of creating long 60 second video that explain topics in detail. Split those videos into multiple parts.

These parts will not only help you create more content, a 60 second video is then 4 pieces of content, done! It will also help drive more traffic back to your profile, because people want to see the other parts of the video.

Things to remember

Use trending hashtags, sounds and challenges

This will get your content in-front of a lot of people quickly. But make sure that you are using those trends in a way that make sense to the content your producing. Don't go from business to dancing basically.

It's all about luck and consistency

Luck plays a big role in getting the big numbers on TikTok. You are hoping TikTok shows your content to the right people so they interact in a way that pushes it further. But you can increase your chances by posting consistently and using the tactics above.

Use interest categories

The algorithm puts users into categories so it can show them content it thinks they'll like. Make sure you pick a category and stick to it.

Testing content in batches

The algorithm tests your content in batches of users, if it doesn't perform well, it won't get shown to more people. So make sure your content attracts the best attention.

Watch time is key

If there is one stat you are going to track in TikTok, it's the watch-time for videos. This is the best stat out there and is key to making the best content and growing your channel.

Let's grow your account
together

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