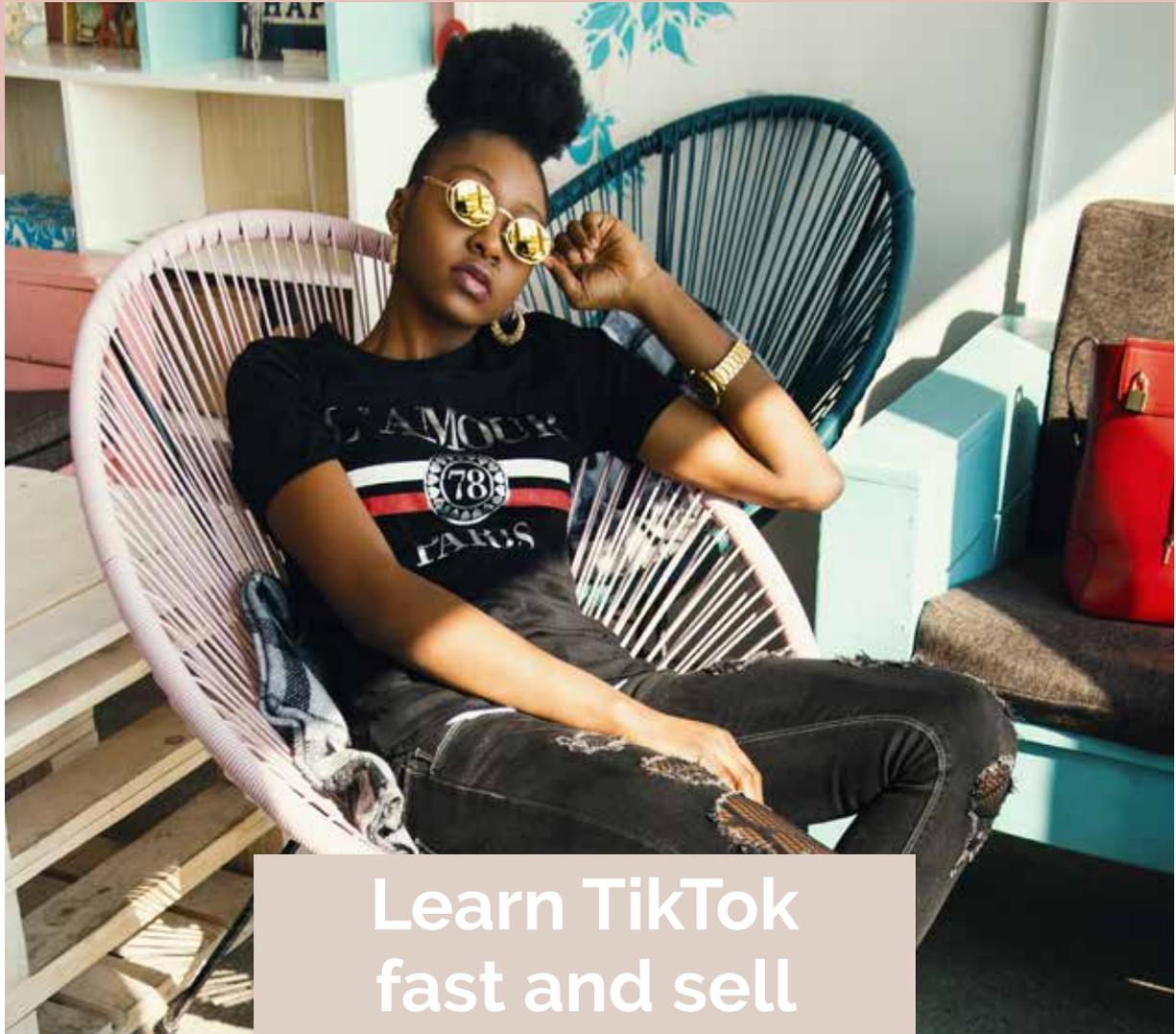


TikTok Nuggets

Organic Growth, Hooks,
Monetization and Ads



Learn TikTok
fast and sell
anything

*S***B** SOLO
BRAND
by Saskia Petz

www.brand-solo.com

Hi there,

Thank you for coming over and buying my personal TikTok knowledge collection. It means a lot to me!

Personally, I am not a fan of these American type of books where you will find the same repeated message spread on over 200 pages in different words just to call it a book. I prefer having the condensed pieces of knowledge that I can use in a practical way. I am basically a gold digger for knowledge and I throw away all the unnecessary pieces. Therefore I like to call my pieces of knowledge nuggets as they are the important pieces for you to create creatives and have a general understanding of TikTok content and what is actually working. This is not designed to teach you detailed how-to's or step by step guides for TikTok.

I am a brand and media marketing strategist and like to configure frameworks that I can apply on my daily work in different marketing categories. Therefore I went on money twitter and collected the best threads and pieces of information to succeed on TikTok. And what I found is way too good not to share.



Cheers,

Saskia

Brand and Marketing Maven

So here's the only thing you really need to know for success on this app

Think like the CEO of TikTok. What is the ultimate goal of this platform?

Their ONE AND ONLY goal is to keep you on the app as long as possible and get you back on it as often as possible. That's what lies in the center of their business model. The more people they can have on the app equals the more money for them.

If you are a creator, influencer or a business owner you can use this knowledge to your advantage when making videos. So when creating content keep in mind that TikTok's algorithm PRIORITIZES the WATCH TIME of videos. The longer you can get someone to watch your video, the more the app will push it out to other users. It is really so simple. All the other "tricks and algorithm hacks" just boil down to total watch time. Just keep this in the back of your head when making videos. Every second should be optimised to keep people watching til the end. If you can do this, your vids will blow up.

Creating viral content isn't as hard as you think. There's tons of misconceptions on what creates a viral TikTok and what you need to do to achieve millions of views.

Remember the world is very large. Just because one video already went viral doesn't mean yours can't.

TikTok has over 1 billion users ...

Creating viral content simply needs to meet 3 requirements:

- High Viewer Retention/Watch Time
- High Engagement
- Shares

If you can use attention grabbing captions that keep the viewer watching till the end of a 15 second TikTok, and maybe even watch it twice. You've won. It's simple as that.

The tricky part is exactly how you can achieve that. It depends on your creativity for the product you're marketing. Apply this concept to your own products, and wait for the "perfect storm"

A perfect storm is a viral video that has tons of comments you can reply to with another TikTok, AND going live on TikTok. Keep posting at least one TikTok everyday. Once one goes viral or gets over 100k views, you will have tons of comments with more video ideas

Brainstorm the craziest and most outrageous captions. Misspell words in your captions. Put something funny in the background of your videos.

It's all about making your audience engage with your content and having the algorithm show your video to larger and larger audiences.

500 pieces of content for TikTok challenge

If you are new to TikTok you maybe want to take part in the 500 pieces of TikTok content challenge. That means you will put out pieces of content that come to your mind and post them on TikTok. Do not prejudge them and do not try to analyse them before posting them.

Why you should be doing this? I am a great believer in testing things. So many innovative ideas got killed based on assumptions and haters without any proof. So I want you to place yourself into a learning curve and see what happens. The good old trial and error.

I hope you will enjoy this journey :-).

There are two ways to grow on this platform. Either you want to grow organically, that means you will just create content and see how it performs and hopefully you nail it with the above challenge. Or you create ads to grow. Ideally you would start first doing organic growth and then advertise already good performing vids. This works usually quite well. The minimum ad spend to get started is CHF 50.

The first goal you will have to achieve is to reach 1000 followers. This is for the simple reason to add a link to your profile bio. If you want to sell something this is important as you can link to your shop or a landing page from there.

Rumours are saying that we have about 18 months left before TikTok starts limiting organic reach.

For Brands or companies here is a great TikTok organic tip to start with:

- Create a TikTok that explains your product and it's benefits
- Include a STONG CTA at the end
- Add some clickbait text to the cover
- Pin this TikTok to the top of your page
- Now anyone who visits your profile will be greeted by a sales pitch

You don't know where to start?

I suggest to create a user profile for you brand and do not convert it into a commercial profile. Pretend to behave like a new user would do

and don't post anything first. Just scroll the "for you page" fyp and like and comment on videos. You can also see what is currently trending on the app and the algorithm is learning what you like and don't like. You can use this as inspiration source and bookmark the videos you would like to recreate or save the music that you want to use in your creative.

I want to give you a head start therefore I have outlined 30 topics that work regardless of niche.

30 topics that work regardless of niche

1. A day in the life as a [title/job role]
2. something you learned this week
3. my thoughts on X (pick a hot topic)
4. Tools you use every day in business
5. Behind the scenes (editing, building a website, writing, etc)
6. Talking head video - how I got started in [niche]
7. Unpopular opinion (relevant to niche)
8. Background story (how you got started and why you do what you do)
9. Tell inspirational story (convo with a client or mentor)
10. Duet something relevant to niche
11. Relatable moment using a trend
12. 7 second video with text of your goals for this/next month
13. Share steps on how to achieve a specific goal
14. Share a progress story or photo
15. Comment response video to one of your comments
16. 3 mistakes I made in [niche]

17. Myths around your niche
18. Something you learned recently from a podcast or book
19. Ask your audience their advice or recommendations on something
20. A recent project you're proud of (green screen)
21. Skit of common client question (2 characters)
22. What I wish I knew before X
23. What prob does your service solve?
24. Don't do this, do this
25. Something that shocked you about niche (tell during or over a video of you making food/coffee/doing makeup)
26. Show off your product or offering to trending sound
27. Your biggest struggle up until now
28. Updates happening within your niche
29. Common mistakes your audience makes and how to avoid
30. Results from taking TikTok seriously for 30 days

Screenshot your profile analytics so that we can compare 30 days from now! Who's in?

40 TikTok hooks that might make you go viral plus one bonus tip

Put these hooks into action and go make some killer videos, and let me know how it goes!

Here's 40 TikTok hooks that could make you go viral. (Not in any particular order)

1. My go-to X for X.
2. Don't buy that, buy this instead.
3. I tried every X so you don't have to and here are the results.
4. X people stop scrolling.
5. This is for X people, so if you're not keep.
6. 3 tips to get rid of X.
7. 5 tips to get X.
8. I promise you've never X.
9. This risk-free X is something you need if you want to X.
10. Stop scrolling if you want X.
11. Wait! Don't go anywhere, I wanna show you something.
12. Are you X looking to get rid of X / looking to get X.
13. This video is only for X people, so keep scrolling if that's not you.
14. X product is officially my go-to for X.
15. Things TikTok made me buy.
16. If you're like me and do X, then this one is for you.
17. What I order vs. what I got.
18. Reply to comment with video
19. Best X products I've tried that actually work.
20. I just got my X products and I'm so excited.
21. Things I Wish I Knew About Sooner Part X.
22. I keep seeing these X from X all over my feed so I had to try.

23. I actually can't believe this does X.
24. I actually can't believe this only costs X.
25. I just found X that does X.
26. I just found X that does not X.
27. I just got my package from X.
28. Snap transition with text question
29. ASMR of product in use.
30. X Product is the only one I use for X and I'm gonna show you why.
31. Some days I don't X and that's why I use X.
32. Come do X with me (show the product in use).
33. This is why you need X.
34. I got the best gift for my X.
35. Doing X is like X (metaphor + greenscreens + voiceovers).
36. POV (only text and video).
37. Guys, this works so well and looks so beautiful (end results, then problem + pain).
38. This is one of my favorite X brands for X (Unboxing + in use).
39. Product on website vs. in real life.
40. Instead of doing/using X do X.
41. An extremely slept on TikTok hook that I have yet to see used for brands: "TW: _____" or "Trigger Warning: _____"

Just please proceed wisely

If you want to appeal to Gen Z (but weren't blessed with one on your team) try these 10 hooks in your next videos

I wanted to gatekeep this, but it's too good not to share:

ex: "I wanted to gatekeep these hooks but they're too good not to share with my fellow boomers"

1. When I tell you this product changed my life_____ (insert life changing product here)
2. One thing about me is, (insert something niche related & specific) ex: "one thing about me is I don't cook, so this meal delivery service is life changing for my schedule"
3. We don't gatekeep here so, I'm sharing (share your fave product/service etc)
4. POV:_____ (describe something niche related that would put your audience in your shoes) ex: "POV: You're reading this bc you're a boomer and have no idea how to appeal to gen z bc you still say things like "bumpin" and think dabbing is cool."
5. Red flags (your niche/industry) edition - ex: "cereals that claim they're healthy but contain bad oils, fructose syrup, food coloring"
6. My toxic trait is _____ ex: My toxic trait is I'm addicted to online shopping so I may as well save with Nordstrom rewards
7. This _____ is my holy grail
8. (product/service/hack) I found is everythingggggg!!!!
9. Trying to figure out how I've survived this long without _____.
10. I've been eyeing these for so long, and decided to just treat myself

Using these hooks can save a boomer or millennial the embarrassment of using a cringe hook to target GenZ.

Now that you have figured out your content please be aware that even videos with 700k views don't necessarily end up in sales. You will need to have a sales funnel to which you can guide your leads to. This can be as simple as a link to your shop or to a landing page. There is even the possibility to create a TikTok landing page so that the users won't even have to leave the platform to purchase something. How great is that?

Then you have to add a Call to Action in short CTA to your video in some format. Either at the end of the video or in the comments.

TikTok creative idea examples

Your success on TikTok depends on quality of stories you tell. There is nothing wrong with your account. There is no "shadow ban". Stop blaming everything around you. Start telling great stories. You will get it!

1. Personal branding tip of the day:

Start with a narrow topic, expand it with the growth of the audience

2. The great TikTok story structure

- You as a hero faced difficulties
- You can't solve them yourself
- You find a guide
- In the process of going through difficulties, you change as a person
- You solve the problem

3. Life hack

4. Reuse your old TikTok videos

If it performed well, change something and post it again

5. Want another TikTok creative idea?

Film your screen buying your product. Navigate to the checkout (fast) and enter a dumb coupon that shows how the price of the product changes after applying it.

At the start say sth. like “There is no way they let me use this coupon”.

6. Unfortunate (but useful) marketing observation

Subject lines and titles with negativity involved perform better a lot of the time: “PS - want to avoid super common mistakes brands make on social?”

What makes a good TikTok ad?

Here's the creative process for TikTok ads

1. Three in-house graphic designers
2. They come up with 4-5 angles:
 - "Goodbye hair loss"
 - "Stop receding hair loss"
 - "Regrow hairline fast"
3. Each designer makes 2 creatives per angle.
4. Each angle will have 6 creatives.
5. Each angle will also have its own landing page.

Phew, that's a lot of creatives, I know! But this further shows how important testing new creatives are.

Bonus: Watch this [Ad Spend episode](#) on triple whale.

Storytelling framework of TikTok organic and ads

Technical framework

- 15-30 seconds is ideal for an **ad.**
- Make sure your organic videos are between 9-14 seconds long. If your videos are short and concise, they will most likely have a higher average watch time.

- Good lighting and quality
- Fast transitions
- The average user on TikTok has a one second attention span (researched):
The first few seconds need to introduce the product
There needs to be action from the beginning (a fast sparatic movement or fast talking)
- Use captions that catch the viewers attention and get him curious right away in the first 3 seconds and keeps them watching till the end of the video.
- Consider placing important visible elements not outside of the center stage. If you place them outside viewers won't be able to read it. Unless you do it on purpose to force them watching it multiple times to figure it out.

Content framework

So then how do you market on TikTok? It's simple. You don't try to. You make your content engaging and fun to watch. The goal is to have the viewer make the decision to buy it themselves.

- Currently trending music is essential. And a trending sound helps, but it's not the main component. It all starts with the quality of your content. The caption. The viewers retention and engagement rate.
- Organic content isn't made to sell so it can do well and get views but it probably won't sell
- Make TikToks not ads. If the viewer gets the slightest feeling that you're selling them something then it's game over.
- Make it authentic

- Emotions sell / transference of emotion: happiness, excitement etc ...
- The ad should teach a user something after watching so they will be knowing more whether about the product or a process etc ...
- Characters having a discussion and one acting as a viewer with the other teaching them about the product or service and them feeling enlightened
- People are always curious for information (think gossip)
- Position yourself or product as solution to their problem, e.g. sell product as “vacation” instead of selling simply a “flight” and as necessary not ONLY as a want
- Talk to the viewer not viewerS (on an individual one on one level)
- Be creative and confuse the audience. Make them watch the video more than once to find out what your product actually does. The algorithm will love this.
- Capitalize on trends. Be creative and think about how you could incorporate your product into the trend.
- Reply to comments. Post a very basic TikTok with minimal information and have your viewers comment questions. Reply with a video. This is great for videos that already have lots of views.
- If a video is gaining traction, go live. Lots of people will be visiting your profile and will be curious about your product, especially if you're on TikTok live showcasing or using your product.

The 99 most powerful words to instantly increase your ads performance.

To Make a Promise:

1. Guarantee
2. Sale
3. Unconditional
4. Promise
5. Risk-free
6. Pledge

To Create Urgency:

7. Now
8. Expires
9. Quick
10. Instantaneously
11. Immediately
12. Soon
13. Hurry
14. Instantly
15. Suddenly
16. Going-fast
17. Minute
18. Second
19. Last

Feel at Ease:

20. Bargain
21. Easy
22. Best-seller
23. Satisfaction
24. Simple
25. Smooth
26. Painless
27. Light
28. no-fuss
29. Cinch
30. Straight-forward
31. Success
32. Ironclad
33. Safe
34. money-back
35. Protected
36. Privacy
37. Tested

To Create a Premium Feel:

38. State-of-the-art
39. Invite-only
40. Fresh
41. Hand-crafted
42. Small-batches
43. Pristine
44. Spick-and-span
45. Brand-new
46. Premium
47. luxurious
48. Wealthy

Exclusivity:

- 49. Secret
- 50. Limited
- 51. Rare
- 52. Few
- 53. Edition
- 54. Unique
- 55. Exotic
- 56. Select
- 57. Authentic
- 58. Model

Inspire or Motivate:

- 59. Revolutionary
- 60. Extraordinary
- 61. Amazing
- 62. Remarkable
- 63. Startling
- 64. Sensational
- 65. Magic
- 66. Miracle
- 67. You
- 68. Improvement
- 69. Results

Curiosity:

- 70. Announcing
- 71. Start
- 72. Stop
- 73. Running
- 74. Deal
- 75. Introducing

- 76. Offer
- 77. Compare
- 78. Challenge
- 79. Wanted
- 80. Discover
- 81. Release
- 82. Soon

Less-Known Power Words:

- 83. Dazzling
- 84. Ravishing
- 85. Brilliant
- 86. Honeyed
- 87. Compelling
- 88. Ultra
- 89. Plethora
- 90. Unicorn
- 91. Zesty
- 92. Cosmic
- 93. Supernova
- 94. Killjoy
- 95. Bulletproof
- 96. Staggering
- 97. Titanic
- 98. God-speed
- 99. Smashing

There you go! And now...

Put these words into action and go and test how your results differ.

How do you structure your ad account and what do you do?

Using broad targeting.

Testing out different “styles” of TikTok:

- Unboxing.
- Day in life/routine.
- Recipes
- Answering TikTok comments.

Sheesh, can't believe all this value is free!

TikTok ads not converting?

Make sure your video shows clearly what your product does and why they should buy it. People need to understand in seconds what your product does and why it will help them, or they prob won't buy.

TikTok is TOF (Top of Funnel) Advertising. That means it is mainly to build brand awareness, to tell stories and be on top of mind. TOF advertising mostly won't convert like crazy - although there are options to do so, depending on your niche and product offer. But you should see significant traffic increase to your website or landing page.

But, when will you start seeing success?

When you start to...

- Use the TikTok editor.
- Film on the phone.
- Use the built-in features.
- Voice-overs, native text, etc.

A lot of brands don't do this, especially when they start out. Luckily, you're reading this.

TikTok for business: the questions you need to answer before you start

When clients want to start their TikTok account, here are 5 things that I've been telling every single time:

1. 80% of success depend on the first step of account management: Competitor analysis

Here are the questions that you need to answer first in terms of competitor analysis. If you want to manage your account by yourself, make sure to also answer these nine questions:

- How often do your competitors post?
- What are the five most frequent topics of your competitors?
- Which of these topics get the most views on an ongoing basis?
- What are the top five videos of every competitor for the last month?
- How's every account unique?
- How many competitors do you have as a whole?
- What content marketing life hacks do your competitors use?
- What's the average video length?

As long as all of these questions are answered, you can easily draw up your own content plan. And you won't go wrong with it!

If the mechanics work well for one account, that'll do for another one as well.

2. YOU WILL NOT GET 100,000,000 views in the first month

Even 1,000,000 views take time and effort. There is a large number of cases when the first video became a huge success. Yes, that is possible. But you shouldn't count on that! Don't keep expectations. Focus on content quality instead and keep testing new topics and hypotheses on a regular basis. Your success is guaranteed if you're on this way.

3. Quality videos on TikTok make a difference only when you're getting more than 100,000 views

There's no point in shooting cool videos for an account with 0 followers and getting 300 views on each of them. Concentrate on testing MVP at that moment and find out what kinds of scripts, titles and videos get the most views. It is worth improving the quality only of that content that shows good results.

4. Spark Ads won't help you raising organic reach

The algorithms of organic search on TikTok and display ad arbitrage have nothing to do with each other. Let me explain: If your video got 100 views of organic growth and you turned on ads for it, it will be only getting paid views from now, without further organic growth.

Another example: If your video has the potential to get 100,000 views of organic growth, you won't get another 100,000 views of organic growth by turning on targeted ads.

Use ads only when you need PAID views. In other cases, improve the quality of your content and get views in an organic way.

5. The longer you wait, the worse it gets

TikTok favors speed! It's become harder to get views now than a year ago, and the bar for quality videos is getting set even higher. In a few years, there will be even less opportunities of organic growth. Want to start your TikTok account? The time has come!

The same rule is for trends. No need in using a song that was popular three months ago, use only what is trending NOW.

These are starting rules to follow when you are managing TikTok accounts for experts, brands or for yourselves.

3 Main Steps of Monetizing Your Audience Using TikTok and Reels

In this checklist, I'm going to give you 3 basic things of working on vertical videos:

- How to grow your audience and unlock the full potential of organic traffic
- How to move your audience from TikTok to another platform (YouTube, Instagram, Telegram)
- How to monetize your audience on TikTok.

****WARNING:**** Reading this checklist may cause you getting from 1,000,000 views per month and earning from \$2,000 on TikTok! Are you sure you're ready for this?

PART 1: 3 Top Tips for Growing Your Audience Through Vertical Videos

Tip #1: Learn the rules and algorithms of the platform you're going to work on.

I'm going to give you a TikTok example, but these rules are compatible with other platforms as well.

TikTok

Instagram Reels

YouTube Shorts

It is really important to comprehend the appetite of the platform

before you start making videos. TikTok's main goal is to keep the user's attention. TikTok is interested in having users spend as much their time on this app as possible. Based on this, the platform benefits from promoting (showing in the FYP) those users who hold the audience's attention with their videos. You just need to figure out how to do it. In the meantime, we'll be telling you about the main indicators by which TikTok determines whether a video is relevant or not.

Indicators and their value on TikTok:

- Video rewatches (6 points)
- Watching the video till the end (5 points)
- Shares/reposts (3 points)
- Comments (2 points)
- Likes (1 point)

As you can see, likes are what many people are mindlessly chasing and don't have that much impact on TikTok. If a user watched a video till the end, but they didn't like it, it will be a lot more help to promote the video than if they liked it before even finishing watching it.

This is the logic you need to follow while making videos; focus on creating content that everyone wants to watch and rewatch several times.

[This video](#), for example, has 2,2 BILLION views. TikTok doesn't have so many users, which means viewers have been watching this video over and over again enjoying the script and performance.

Tip #2: Use killer hooks

80% of your success on TikTok depends on the first two or three seconds of your video. What are you exactly talking about at this moment? Your hooks must be “killing” so that your viewers won’t just swipe down your video.

As examples here are the best 10 hooks from May 2022. (Note that this platform keeps changing quickly, so there is no chance that this ebook will always be 100% up-to-date with this.

- “If you struggle with ..., watch this”
- “[Target group], I need your opinion”
- “I can’t believe I lived without ...”
- “TikTok made me buy ...”
- “What will happen if ... dies”
- “What if I have a ...”
- “If you haven’t tried ..., watch this!”
- “3 Reasons Why I Love ...”
- “Don’t buy that, buy this instead!”
- “I tried every ... out, and here are the results”

Mass media has been doing that for the last 50 years, now it’s your time to hook your audience’s attention with only one title!

Tip #3: Keep your audience’s attention

Great, you’ve used a killer hook and grabbed your viewer’s attention to watch your video—what will you show them next? Is your video worth its title?

Here are some basic tips for improving your video:

- Use short phrases instead of long and complex sentences.
- Change your shot every 3 seconds so that your viewers won't get bored (If it's not possible, use "Zoom In & Out" for constant dynamism).
- Add what you're saying to the subtitles.
- Speak fast, but clearly.
- Add something funny or ridiculous to the background; your viewers will positively comment upon this.

PART 2: How to Move Your Audience from TikTok to Instagram/YouTube

TikTok has a ton of organic traffic and free views, yet there are fewer ways of monetizing and warming up your audience than it is on other social media. So in this part, I'm going to teach you how to move your audience from TikTok.

My favorite life hack for such a case is to do a giveaway for my followers (checklists, consults or some small gifts like that), at which they're going to perform a certain action first, like to follow someone on Instagram.

The trick is simple: You make a video where you say that you'll be giving a checklist to all of those who's following an Instagram page and DM'd: "I'd like to get the checklist". You post this video on TikTok and then pin it.

Next, you'll be saying this thing in every video: "Go to the 'Profile' link, watch the pinned video and get ..."

In this way, you will be driving all traffic to your TikTok page, and then to Instagram.

The same trick is for YouTube. You can post a part of your YouTube video and say this thing at the end of the video: "Watch the next part on YouTube".

PART 3: Two Ways of Monetizing Your TikTok Account

In this part, I'm going to tell you about the two most effective ways of building a sales funnel on TikTok:

1. Spark Ads for your account
2. Using the pinned video for direct sales.

Spark Ads

In this case, we can make sales videos that won't get any organic reach, because we're going to set for targeting later using the TikTok Ads Manager. I'm not going to tell you about the technicalities, just the logic of this process.

Our TikTok account would be considered a social proof that this way of monetizing goes great for big brands and experts.

Aside from the regular UGC videos, we'll be making 5–10 direct sales videos per month (We need our customers to go through the sales funnel). We're going to use targeting for these videos.

A targeted viewer has two options—either to go to our profile page and follow us (which is a big plus) or to follow the link and get into our sales funnel.

There's not only a huge amount of organic traffic on TikTok, but also cheap targeting, and that's why this is an amazing opportunity for all brands, experts, and eComm entrepreneurs.

Direct sales

Sales videos get very few views on TikTok, but I've found the solution! We'll be using the life hack from the **PART 2** of this chapter:

In this sales video, we're going to make a CTA, post it and then pin it.

Next, we'll be saying such a thing at the end of every video:

- “By the way, I've pinned another video in which I'm telling about three secret ways to...”
- “Watch the pinned video to learn more about...”

After watching this video, 5–10% of your viewers will go to your profile, which means 100,000 people of your 1 million monthly viewers will see your CTA. And if it's good enough, imagine how much money you can make!

How to get into the top search TikTok:

- Use a hashtag with the exact keyword
- Make sure that in the video you say this word several times
- Write this word on the video (using TikTok text editor)
- Get 500k views

How to make a PROFIT on your TikTok account!

Since 2020 TikTok hasn't been just a platform for dancing videos. It's now emerging as a leading sales platform, and I'm just so excited about this!

In this ebook I'm going to share a strategy that will help you not just getting views, but making sales with TikTok!

The first thing you should do: Stop considering every video an individual piece of your content plan. Your videos must be a whole story whose parts are connected to each other.

From now on, think of your video as an email for your mailing list that must fit your content plan. Think of your monthly schedule as a mailing list. You can also think of it as Instagram Stories, where every single story is a continuation of a previous one.

Let's create a monthly content plan for 20 videos per month:

- **3 of them will be sales videos**
- **10 of them will be lead videos**
- **7 of them will be expert videos**

Now to create the feed:

Our 3 sales videos must be posted evenly during the month.

Every sales video is followed by 3 lead videos and 2 expert videos.

What does each type look like?

A lead video is a thematic video that will get the most of views. It also mentions an expert video or a sales video, so that people just have to want to go to your profile and watch them after watching this video.

An expert video is a video that might not get the most of views, but it demonstrates our product or that you're an expert.

A sales video is a video that has no chances for organic growth, but since it is mentioned in other videos, it will get views from the visitors of your profile. In a sales video, we say: "Click here", "Buy it now", "Register now", etc.

The best thing is to pin a sales video with your general CTA and then start to say a phrase in each video that will trick people into visiting your profile and watching the pinned video.

Once you take your TikTok feed as an opportunity to communicate with people on a long-term basis, not just 15 seconds of fame, you'll be growing your audience and making a profit on it!

This life hack doesn't take you much time, you can use it in your next video.

Start to sort your content plan into sales videos and lead videos for a greater outcome!

Here are 3 steps to turn your TikTok profile into a sales machine:

1. Properly package the profile
2. Shoot viral videos (with a competent call to action)
3. Use your feed for continuous storytelling

Now let's analyze each of the points!

1 PART: Profile packaging (elements and their main tasks):

Avatar - to attract attention, to intrigue. According to the avatar, viewers decide whether to go to your profile
Description - to ignite the viewer's interest. Let him be motivated to watch more of our videos!

Pinned videos - storytelling and sale. You can pin up to 3 videos, my recommendation is this:

1. The video with the largest number of comments (people will stay on and read)
2. Storytelling video about you
3. Sales video

The sequence can be any. If the task is to sell as much as possible, you can pin only one selling video.

Playlists - the main topics of the video + CALL TO ACTION. TikTok algorithms are not ready to recognize the playlist name as a CALL TO ACTION, so it's worth using it! Write your most converting headlines there.

Stories - optionally, you can use videos there that were not uploaded to the profile, now stories are poorly applicable to sales.

Amazing! Now your profile looks professional and is ready to receive and convert traffic. Let's figure out how to get this traffic!

PART 2: THE VIRAL VIDEO IN 10 MIN

In order to create a viral video, we only need a phone, a TikTok and 10-15 minutes of time.

Step 1 - go to the TikTok -> search -> and write our niche here

Step 2 - go to the filters -> and select "Last month" + "Most liked" -> Now we see the videos that went the best. Your task is to copy ONE into ONE the best of them. And it is better to copy all.

PART 3: CALL TO ACTION

I remind you, by this time we have everything ready:

1. The selling page of our profile
2. Guaranteed video coverage

It remains not to waste this traffic. To do this, at the end of each viral video, you need to add 2-3 seconds of call to action. BUT, WE DON'T NEED:

Immediately sell

Redirect the audience to third-party resources - Touting

What should you do (examples):

- “By the way, I give you a free checklist in the pinned video”
- “How I did it? You can find out in the pinned”
- “BTW, I told you more in the pinned”

THAT'S ALL. You should not be more persistent, since the algorithm can recognize this as a violation of its rules. And will not give the video views.

But already in the pinned video, you talk about everything in more detail, and direct users TO CALL TO ACTION in your playlists.

3 steps to get sales from TikTok:

1. Pack a selling profile
2. Get from 1m views in 10 minutes
3. Make a competent CALL TO ACTION

Follow me for regular content tips and marketing and business updates:

Instagram: https://www.instagram.com/solobrand_bysaskiapetz/

TikTok: <https://www.TikTok.com/@solobrand>

Twitter: <https://twitter.com/solobrandsaskia>

LinkedIn: <https://www.linkedin.com/in/saskiapetz/>

And if you are:

a CEO

a businesswoman

a personal brand manager

or an eComm entrepreneur

and you know that you're willing to start making a REAL profit on your Business social media accounts, DM me on every social platform. I will be your growth partner for your content and advertising strategy to level up your brand.

Thank you for reading it all!

I wish your channels grow quick.

