

# TIK TOK

## Income

### *STARTER CHECKLIST*

**EXCLUSIVE**

- ✓ Account mechanics
- ✓ Storefront optimisation
- ✓ Setup for monetisation
- ✓ Optimisation and scaling strategies



CONTACT INFO



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**The Tik Tok Income Series**

DIGITAL FLIP • EXCLUSIVE

# TIKTOK INCOME STARTER CHECKLIST

Your flight manual — 6 phases, 25 checkpoints, and a Daily Five system that takes you from blank account to monetised content ecosystem.

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# Your Flight Manual

Knowledge without action produces nothing. This checklist breaks the overwhelming task of starting a TikTok business into specific, daily wins. Follow these phases in order and you will not just have a TikTok account — you will have a monetised content ecosystem.

PHASE	FOCUS	TIMELINE	ITEMS
Phase 1	Foundation Setup	Days 1–2	6 checks
Phase 2	Content Preparation	Days 2–3	4 checks
Phase 3	Content Creation	Days 3–5	4 checks
Phase 4	Posting and Growth	Days 5–30	4 checks
Phase 5	Monetisation Setup	Weeks 2–4	4 checks
Phase 6	Optimisation and Scaling	Month 2 onwards	3 checks

## Final Reality Check

Execution creates results — information alone does not. If you find yourself overthinking, go back to Phase 3 and simply press record. The perfect video is the one you actually post.

**PHASE 1 FOUNDATION SETUP***Days 1–2 — Get your account mechanics and storefront right before you film a single video.*

ACCOUNT MECHANICS	
<input type="checkbox"/>	Handle Check: Is your username easy to remember, easy to spell, and searchable within your niche?
<input type="checkbox"/>	Visual Identity: Is your profile picture high-resolution and professional? (Headshot for personal brands; clean icon for faceless brands.)
<input type="checkbox"/>	Account Type: Have you toggled to Creator Account in Settings to access the full music library and analytics?
STOREFRONT OPTIMISATION	
<input type="checkbox"/>	The 3-Second Bio: Does your bio communicate exactly what you do and who it is for within three seconds?
<input type="checkbox"/>	Clear CTA: Is there a specific instruction above your link? (Example: 'Get my Free Guide Below ↓')
<input type="checkbox"/>	Category Tag: Have you selected a niche category in your profile settings so the algorithm knows who to show your content to?

**PHASE 2 CONTENT PREPARATION***Days 2–3 — Build your research foundation and prepare your content toolkit before filming.*

<input type="checkbox"/>	Competitor Audit: Have you saved 10 viral videos from creators in your niche to a private inspiration folder?
<input type="checkbox"/>	Hook Library: Have you written 10 scroll-stopping hooks using pain, curiosity, and result frameworks?
<input type="checkbox"/>	Keyword Map: Have you identified your 5 primary niche keywords to use consistently in captions and on-screen text?
<input type="checkbox"/>	Tech Check: Do you have CapCut installed and decent lighting sorted? (A window with natural light is all you need.)

**PHASE 3 CONTENT CREATION***Days 3–5 — Film your first batch. Keep them in drafts while you finish Phase 3 completely.*

<input type="checkbox"/>	The First 5: Have you filmed 5 videos? Do not post yet — keep them in drafts while you prepare your full rollout.
<input type="checkbox"/>	SEO Captions: Have you written 2–3 sentence captions packed with niche-specific keywords for every video?
<input type="checkbox"/>	Auto-Captions: Did you enable auto-captions in CapCut? (80% of users watch on mute — captions are non-negotiable.)
<input type="checkbox"/>	Cover Photos: Did you add text overlays to your video covers so your profile grid looks organised and intentional?

**PHASE 4 POSTING AND GROWTH***Days 5–30 — Consistency and engagement are the only two variables that matter in this phase.*

<input type="checkbox"/>	Daily Deposit: Are you posting 1–2 videos per day? Consistency signals reliability to the algorithm.
<input type="checkbox"/>	Engagement Hour: Are you replying to every comment within 60 minutes of posting? Early engagement velocity is critical.
<input type="checkbox"/>	Stories: Are you posting 1–2 TikTok Stories daily to deepen your connection with current followers?
<input type="checkbox"/>	Data Review: On Day 14, have you checked Analytics to identify which 5 videos had the highest average watch time?

**Phase 4 Reality Check**

Most creators quit between Day 7 and Day 14. The algorithm takes 2–3 weeks to understand your content and audience. Stopping before Day 21 means you will never see the data you need. Stay consistent through the learning curve.

**PHASE 5 MONETISATION SETUP***Weeks 2–4 — Turn your growing audience into a revenue source. Soft before hard. Always.*

<input type="checkbox"/>	Link-in-Bio Live: Is your Stan Store, Gumroad, or TikTok Shop affiliate link active and visible in your bio?
<input type="checkbox"/>	The Soft Launch: Have you created a video that naturally mentions your product or affiliate link without feeling like an advertisement?
<input type="checkbox"/>	The Hard Launch: Have you made a video specifically demonstrating the value of your \$20–\$35 PDF guide or affiliate product?
<input type="checkbox"/>	Social Proof: Have you shared a result screenshot, a commission notification, or a genuine customer message to your Stories?

**PHASE 6 OPTIMISATION AND SCALING***Month 2 onwards — Double down on what works, eliminate what doesn't, and expand your reach.*

<input type="checkbox"/>	Double Down: Have you identified your viral format and created 5 more videos using the same core structure and hook style?
<input type="checkbox"/>	Repurposing: Are you automatically sharing your TikToks to Instagram Reels and YouTube Shorts via Repurpose.io?
<input type="checkbox"/>	Content Bank: Do you have 20+ videos sitting in your drafts as a buffer for days when filming is not possible?

**Phase 6 Rule**

Never delete a low-performing video. Every video is data. Instead, recreate your top 3 performers with a new hook and a slightly different angle every 30 days. The same core content, re-delivered to a new wave of potential followers.

# The Daily Five

If you only have 20 minutes today, do these five things — in this order. This routine compounds faster than any single piece of content strategy.

MIN	ACTION
1–3 min	<b>Post one video</b> Use a proven hook structure. Don't wait for perfect. Post and move on.
4–7 min	<b>Reply to 5 comments</b> Reply within 60 minutes of posting. Comment velocity is a direct ranking signal.
8–12 min	<b>Research trending sounds</b> Spend 5 minutes in TikTok Creative Center. Find 2–3 trending sounds in your niche and note them.
13–17 min	<b>Check link clicks</b> Review Analytics to see which content is driving the most traffic to your offer. Note the pattern.
18–20 min	<b>Add one idea to your bank</b> Write down one new content concept before you close the app. Consistency of ideas = consistency of output.

**You have the checklist. Now execute it.**

Get the TikTok Cashflow Blueprint — the complete system for building a monetised TikTok presence from zero, step by step.

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