

HOW TO GROW ON

TIKTOK



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ON TIKTOK!



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Hi Fam!



Welcome to a comprehensive guide on mastering TikTok, the social media platform that has taken the world by storm. Whether you're a brand looking to expand your reach, an influencer aiming to diversify your content, or simply a TikTok enthusiast eager to boost your engagement rates, this guide is tailored to help you unlock the platform's full potential. TikTok isn't just another fad; it's a powerful tool that offers unparalleled opportunities for creative expression and connection with a global audience.

Navigating the ever-changing landscape of TikTok can be overwhelming, but fear not! This guide is packed with actionable tips and proven strategies that will assist you in crafting content that resonates with viewers, optimizing your profile for maximum visibility, and leveraging TikTok's unique features to stand out in the crowd. By the time you finish reading, you'll be armed with the knowledge and insights needed to elevate your TikTok game to new heights. So let's dive in and start your journey to becoming a TikTok sensation!

Start with your brand.

Before you dive into content creation, take a moment to establish your personal or business brand on TikTok. Think about what sets you apart and how you want to be perceived by your audience. Make sure that every video you post aligns with this branding strategy, whether it's the aesthetics, the subjects you cover, or the tone of your content, so you can create a cohesive and authentic presence on the platform.

Get creative with your content.

This doesn't mean that you have to become the best video editor or the next standup comedian when it comes to creating content. What it means is TRY everything. If you are just starting out and need to build an audience, you might not know what they are looking for. Try trending audio, try playing two different characters in one video. See what works. And see what doesn't!

Don't delete it!

Even if a video doesn't have the views you were expecting at first, don't delete it. Earlier videos can grow in views and engagement once you start to build followers. So, keep them in your profile! Even if you cringe watching them!

TikTok Tips:



FIND YOUR NICHE

This may take a while, but your “for you” page might already tell you what you are interested in. Find a specific niche or area of focus that you feel totally comfortable talking about. When you look at the posts of others, look at the comments too. What are people asking about that niche? And how can you answer those questions in your own content?

QUALITY OVER QUANTITY

If possible, post at least once a day, if not more. And while quantity of posts will help grow your audience, try not to compromise on quality. A few well-crafted videos can gain more traction than numerous subpar ones. Try “banking content,” i.e. filming a bunch of stuff on a weekend that you can post in the upcoming week.

LEVERAGE TRENDS

TikTok is all about trending topics and viral songs. If you see something popping up in your feed, it's most likely a trend that you can post too. Using trending hashtags, songs, or formats can boost a video's visibility. However, make sure it still aligns with your style. You will NOT see me posting a trending TikTok dance, lol.

ENGAGE WITH YOUR AUDIENCE

This one is SUPER important as it will boost views. Try to respond to EVERY comment, even if it is just an emoji. Responding to comments and messages creates a bond between you and your audience. Higher engagement rates (read: more comments) often result in better visibility due to TikTok's algorithm. Tip: Try to respond with the person's name as well! (ex: Hey Jen, what a great question!)

TikTok Tips:



COLLABORATE AND SUPPORT

Let's face it, there are others out there that might do what you do. Don't shy away from them! Do the opposite! Engage with their content, like their posts, promote their work! Partnerships and collaborations can be formed with other TikTokers. This not only diversifies your content but can introduce both parties to each other's followers.

POST CONSISTENTLY

Consistency helps keep your audience engaged and attracts new followers. Whether it's posting daily or a few times a week, try to stick to a schedule. Trust me, it's NOT easy!

ANALYZE & ADAPT

TikTok provides analytics for understanding which content performs well. You can study these metrics and adapt your content accordingly. Look at the watch time (the longer the better) just to see where you might be losing viewers. A great hook in the beginning always helps!

UTILIZE ALL TIKTOK FEATURES

Remember the "try everything" advice? TikTok offers features like duets, stitches, filters and more. Have some fun experimenting with these features and you'll be surprised at how your content is more engaging and fun! That alone will attract more followers.

BE AUTHENTIC

Viewers can see right through your content if it's not authentic. Make that a core value and really try to stick to that in your content. I encourage you to be yourself. Authenticity resonates with viewers and can turn casual viewers into loyal followers.

Here's the sauce. What makes a good post?



THE HOOK (0-3 SECONDS)

Capture the audience's attention in the first few seconds with either a question, a surprising fact, or an intriguing visual.

Example: "Want to know how I grew my TikTok account to 10k followers in just 3 months? Stick around!"



INTRODUCTION AND CONTEXT (3-5 SECONDS)

Briefly introduce what the video will be about. Keep it concise and clear. Example: "Today, I'll to share my top 3 tips with you."



CONTENT (5-20 SECONDS)

Next, dive into the core content. Use a mix of text overlays, visuals, and narration to convey the message. Try to stay concise and on point. It's amazing how quickly an audience will scroll. Use interesting backgrounds, compelling visuals, and switch up your position to maintain interest. You can literally go from one side of the room to another! Cut between different scenes or shots, use filters, or add effects if you want. Have fun!



CTA (CALL-TO-ACTION) (20-30 SECONDS)

What's Next: Direct your audience on what action they should take after watching the video. Example: "If you found these tips useful, don't forget to **like, share, and follow for more** content like this!"



FOR EXTRA ENGAGEMENT

You can leave the audience with a question or challenge to boost engagement. Example: "Now it's your turn. Comment **MORE** below for more tips!"

Types of Hooks

These hooks are designed to grab the viewer's attention and keep them engaged with the content. Here are some types of top hooks being used:

URGENCY AND REVEAL HOOKS:

Phrases like "Wait! Don't go anywhere, I wanna show you something" create a sense of urgency and intrigue, promising the viewer something interesting if they stick around.

TIPS AND TRICKS:

Hooks that start with "3 Tips to get rid of X" or similar phrases are very effective as they promise quick and useful advice, appealing to viewers' desire for easy solutions.

EXCLUSIVITY:

Using phrases like "This is for X people, so if you're not, move on..." creates a sense of exclusivity and appeals to viewers' desire to be part of a special group.

PERSONAL EXPERIENCE AND SOCIAL PROOF:

Starting with "I just got my package from X..." leverages social proof and personal experience to build trust and curiosity.

COMPARATIVE ANALYSIS:

Hooks like "I tried every X so you don't have to... and here are the results" offer viewers valuable insights based on comparative analysis, saving them the effort of doing it themselves.

Types of Hooks

PRODUCT SHOWCASING:

"Things TikTok made me buy" leverages the platform's influence in e-commerce, hinting at trending and popular products.

STORYTELLING:

"This is the story of ____" immediately signals to the viewer that they're about to hear a narrative, which is a powerful way to engage people.

TIME-SAVING HACKS:

"This hack will save you hours on ____" is an attractive hook for viewers looking to optimize their time.

PROBLEM-SOLVING:

Hooks like "Do you have problems with ____? Well, I just found the perfect solution!" directly address viewer's pain points and offer solutions.

CONTROVERSIAL OPINIONS:

"This may be controversial, but..." hooks are effective because they spark curiosity and debate, leading to higher engagement in the comments section.

TikTok Hooks to Try:

Try using these hooks on your videos to engage viewers. Adapt them for your niche if needed.

URGENCY AND REVEAL HOOKS

1. "Wait! Before you scroll, check out this amazing secret!"
2. "Hold on, you need to see this incredible trick!"
3. "Stop! Don't miss this unbelievable reveal!"
4. "Stay right there! I have something amazing to show you."
5. "Don't scroll away! You won't believe what I discovered!"
6. "Hold up! This is going to blow your mind!"
7. "Wait a minute! You need to see this before it's gone!"
8. "Pause! This is something you can't afford to miss!"
9. "Freeze! Here's a game-changer you haven't seen before."
10. "Don't go yet! This is the one thing that will change everything."

TIPS AND TRICKS

1. "3 quick tips to transform your daily routine!"
2. "Top 5 hacks for efficient home workouts!"
3. "7 secrets to mastering time management!"
4. "4 must-know tricks for perfect makeup every time!"
5. "Top 3 strategies to boost your productivity instantly!"
6. "5 life-changing tips for healthy eating!"
7. "6 ways to upgrade your skincare routine easily!"
8. "3 simple tricks to declutter your space quickly!"
9. "5 expert tips for stress-free travel!"
10. "4 hacks every student needs to know for better study habits!"

TikTok Hooks to Try:

Try using these hooks on your videos to engage viewers. Adapt them for your niche if needed.

EXCLUSIVITY

1. "Exclusive tips only for fitness enthusiasts!"
2. "Secrets for startup founders, not for everyone!"
3. "For serious gamers only: elite strategies ahead!"
4. "Private fashion advice for style icons only!"
5. "Exclusive cooking hacks for foodies only!"
6. "Top-tier investment tips for serious investors!"
7. "Elite productivity hacks for high achievers!"
8. "Advanced skincare secrets for beauty gurus only!"
9. "For travel lovers only: hidden gems revealed!"
10. "Elite parenting advice for modern parents!"

PERSONAL EXPERIENCE AND SOCIAL PROOF

1. "I tried this new product and here's my honest review!"
2. "Unboxing my latest tech gadget and first impressions!"
3. "My experience with this new fitness app changed everything!"
4. "Real talk: How this book transformed my mindset!"
5. "I tested these skincare products for a month, here's what happened!"
6. "My journey with this diet plan - the good and bad!"
7. "Trying out the latest fashion trends - hit or miss?"
8. "Reviewing the top-rated travel accessories I bought!"
9. "I switched to this productivity tool, here's the impact!"
10. "A month using this meditation app - is it worth it?"

TikTok Hooks to Try:

Try using these hooks on your videos to engage viewers. Adapt them for your niche if needed.

COMPARATIVE ANALYSIS

1. "I tried all popular meal prep services, here's the best one!"
2. "Comparing top 5 fitness apps - which one wins?"
3. "Makeup showdown: high-end vs. drugstore brands!"
4. "Which online course platform offers the best value?"
5. "Head-to-head: the best productivity tools compared!"
6. "Testing all major streaming services - my top pick!"
7. "Diet face-off: Keto vs. Vegan, which is more effective?"
8. "Smartphone camera comparison: which takes the best photos?"
9. "Budget vs. luxury hotels: which gives the best experience?"
10. "Comparing top 5 investment apps for beginners!"

PRODUCT SHOWCASING

1. "Trending now: this gadget everyone's talking about!"
2. "The beauty product taking over TikTok!"
3. "This fitness gear is a must-have for every enthusiast!"
4. "The kitchen tool every chef is raving about!"
5. "Fashion alert: the accessory you need this season!"
6. "The game-changing tech product of the year!"
7. "This wellness product is a game-changer for health buffs!"
8. "The travel accessory that will upgrade your trips!"
9. "The must-have productivity tool for 2024!"
10. "This educational tool is revolutionizing learning!"

TikTok Hooks to Try:

Try using these hooks on your videos to engage viewers. Adapt them for your niche if needed.

STORYTELLING

1. "This is the story of how I overcame my biggest fear."
2. "Let me tell you about the trip that changed my life."
3. "Hear about my journey from a small town to the big city."
4. "The story of how I turned my passion into a career."
5. "A day in my life as an entrepreneur - real and raw."
6. "How I achieved my dream of becoming a fitness coach."
7. "The challenges and triumphs of my first year of parenting."
8. "My journey of self-discovery and personal growth."
9. "The ups and downs of building my own startup."
10. "The ups and downs of building my own startup FROM SCRATCH."

TIME-SAVING HACKS

1. "Speed up your morning routine with this quick hack!"
2. "How to clean your home in half the time!"
3. "Maximize your workout with these time-efficient exercises!"
4. "Meal prep hacks to save you hours every week!"
5. "Streamline your skincare routine with these quick tips!"
6. "Efficient study hacks for busy students!"
7. "How to organize your workspace for maximum productivity!"
8. "Quick fashion hacks to get ready faster!"
9. "Save time with these simple parenting shortcuts!"
10. "Efficient travel packing hacks for your next trip!"

TikTok Hooks to Try:

Try using these hooks on your videos to engage viewers. Adapt them for your niche if needed.

PROBLEM-SOLVING

1. "Struggling with acne? Here's the ultimate solution!"
2. "Can't sleep? Try this effective remedy!"
3. "Solve your storage problems with these organization hacks!"
4. "Beat procrastination with these foolproof strategies!"
5. "Fix your Wi-Fi issues with these simple steps!"
6. "Struggling to stay fit? Here's a game-changer!"
7. "Find the perfect work-life balance with these tips!"
8. "Overcome your fear of public speaking with these techniques!"
9. "Troubleshoot common tech issues with these hacks!"
10. "Master the art of budgeting with these solutions!"

CONTROVERSIAL OPINIONS

1. "This may be controversial, but fast fashion is overrated!"
2. "Unpopular opinion: Traditional diets don't work!"
3. "I'll say it: Social media does more harm than good!"
4. "Controversial take: Remote work isn't for everyone!"
5. "Here's a hot take: Traditional schooling is outdated!"
6. "This might stir things up: Influencer culture needs to change!"
7. "Let's debate: Is technology ruining personal connections?"
8. "Controversial but true: We overvalue celebrity opinions!"
9. "Here's a thought: Are we too obsessed with productivity?"
10. "Unpopular opinion: Most life hacks are overrated!"

Good luck!

Hopefully, this guide has armed you with essential strategies to grow your TikTok presence, starting from ground zero—your brand. We've explored key elements that contribute to crafting captivating content, from finding your unique voice to understanding what resonates with your target audience. But remember, a good post isn't just about viral trends or high-quality production; it's about authenticity, engagement, and relevance to your viewers.

Success on TikTok doesn't happen overnight, but with a strong understanding of your brand and a dedication to creating compelling, consistent content, you're well on your way to becoming a TikTok sensation. By incorporating these tips and strategies into your TikTok journey, you're setting the stage for significant growth, meaningful interactions, and a brand presence that stands out in a sea of content. Thank you for taking the time to read this guide, and here's to your future TikTok success!

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