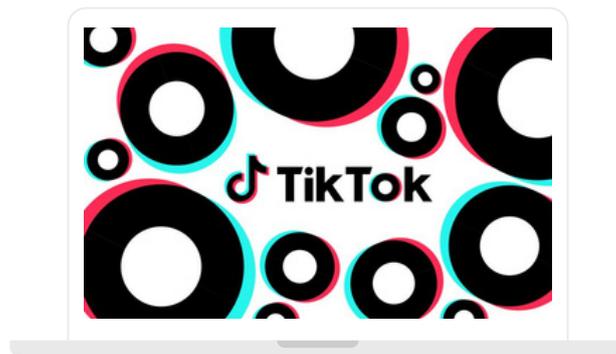


MINI GUIDE

# **TikTok**

**Top 10 Tips for Growing a Following  
and Building a Business on TikTok**



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**LOVE MARKETING TEAM**

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# 01 NAIL YOUR NICHE

Define your niche clearly, so your audience knows exactly what to expect from your content. Whether it's business tips, homeschooling hacks, or lifestyle insights, stay consistent with your message.

# 02 HOOK THEM IN 3 SECONDS

The first few seconds are crucial. Start with an engaging hook that grabs attention immediately. Use bold text, a strong opening line, or something visually compelling to make people stop scrolling.

# 03 POST CONSISTENTLY

Consistency is key! Aim to post at least 1-3 times a day. TikTok's algorithm favors regular content, so the more you show up, the more likely you'll appear in people's feeds.

# 04 SHOW PERSONALITY

Let your personality shine through. Whether you're funny, sarcastic, or inspirational, being authentic and relatable will help build trust and connect with your audience on a personal level.

# 05 LEVERAGE TRENDING SOUNDS & HASHTAGS

Stay up-to-date with trending sounds and hashtags. Incorporating popular trends can boost your content's visibility, making it more likely to land on the For You Page (FYP).

# 07 ENGAGE WITH YOUR AUDIENCE

Respond to comments, like and follow people back, and use TikTok's "Reply with Video" feature. Engaging with your audience builds a community and keeps people coming back for more.

# 06 CREATE VALUABLE CONTENT

Focus on solving your audience's problems or providing entertainment. Offer tips, tutorials, or behind-the-scenes content that educates, inspires, or entertains your niche.

# 08 COLLABORATE WITH OTHER CREATORS

Partner with other TikTok users in your niche. Doing duets, stitches, or joint challenges can expose your content to new audiences and boost your following.

# 09

## USE CLEAR CALLS-TO-ACTION (CTAS)

Always include a CTA in your videos—ask viewers to follow you, check out your website, or join your email list. This helps direct traffic from TikTok to other platforms for further engagement.



# 10

## TRACK ANALYTICS & ADJUST

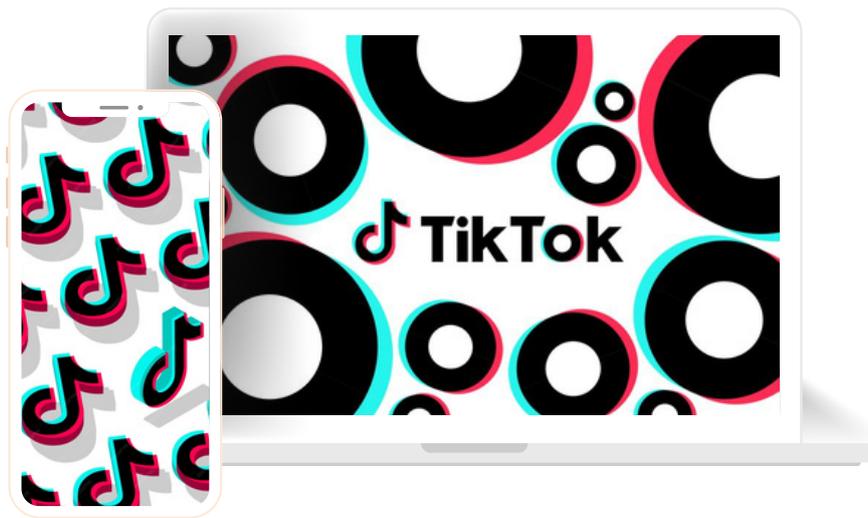
Use TikTok's analytics tools to see what's working and what isn't. Keep an eye on what types of content get the most engagement and adjust your strategy to focus on what resonates best with your audience.

**BY APPLYING THESE TIPS, YOU CAN BUILD A LOYAL TIKTOK FOLLOWING AND EFFECTIVELY USE THE PLATFORM TO GROW YOUR BUSINESS!**

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WE ONLY OPEN OUR TT GROUP A FEW TIMES PER  
YEAR, CHECK YOUR EMAIL TO SEE IF WE HAVE  
ANY OPEN POSITIONS IN OUR PRIVATE  
ACCOUNTABILITY GROUP



CHECK YOUR EMAIL  
FOR MORE DETAILS

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