

# How to TikTok Better!

## GET STARTED

1. Plan your content
2. Write a list of things you want to talk about your niche.
3. Pick 3 pillars (i.e. entertainment, education, empowerment)
4. Pick one non niche category (i.e. zodiac sign, dating, lifestyle)

## THE BASICS

- Catchy bio
- Good profile picture
- Linking other platforms
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## WHEN FILMING

- Consistency
- Good lighting
- Use props to humanize you
- C2A/Hooks for before & after
- Text on screen
- TRANSITIONS
- Different lengths (7 secs ideal)

## MAKE SURE TO...

- Jump on trends that fit your niche
- Jump on trends that are 5k or less
- Post multiple times a day for growth
- Post 1 time a day to maintain
- Batch your content

## OTHER TIPS...

- TikToks can be utilized as reels (take the watermark off)
- TikToks can take off or RE take off at anytime
- You can reuse content
- Engage, engage, engage
- Use IN-App and out of app Editing