

fearless
WOMAN

10 TIKTOK TIPS TO GO FROM 0-10K FOLLOWERS IN 90 DAYS

Revi Goldwasser
Founder | Fearless Woman



There is no time like now to start on TikTok.

It is the wild wild West, and there is simply no one on there (for now). **If you want to make a digital footprint, then the first place to start is with TikTok.** Of course you will do Facebook and Instagram, but I promise you the sooner you start on TikTok the sooner you will become a TikTok addict, not to mention you will see how quickly your Tribe will grow.

The speed of growth will astound you.

My account and tribe went from 0-10K Followers in 90 days! And then two weeks after I hit the 10K. Then - 15K! Every day I am growing from 100 Followers to 300 Followers – you just never know.

So just START! Here are 10 Tips to get you started on TikTok today!



Revi Goldwasser

@fearlesswoman.co

2 Following 15.2K Followers 133.3K Likes

Passionate to EmpowHER Divorce Devastation to Transformation

TIKTOK TIP #1

Keep in mind the FYP

The “For Your Page (FYP)” is the holy grail of TikTok. It’s similar to the Discovery Page of Instagram.

The key is to get your content to such a point that it’s liked, commented, viewed, shared, and replayed, that TikTok algorithms realize that your content MUST become available to everyone.

TikTok will push your video onto the FYP page. This is the page that people who are on TikTok see in their own private feeds, but this feed is NOT from their Followers! **It’s the feed that TikTok brings to the viewer.**

If your video makes it to the FYP page what happens is a rapid pace more views, likes, comments and shares, and your content becomes viral and your Follower growth takes off.

The goal always on TikTok is FYP material. That means material that adds value, makes a difference, is educational, inspirational, funny, impactful, etc.

ALWAYS CREATE CONTENT
THAT ADDS VALUE.

TIKTOK TIP #2

Just start!!

Stop listening to what “everyone else” is saying about TikTok and just try it yourself.

I never listen to what others say, and always do my own vetting and due diligence to come to my own conclusions. And my conclusion on TikTok is GET ON IT! It’s simple. On your phone, go to the App store and download the app.

Set it up, with your username and password, come up with your “TikTok” name, or make it generic so no one knows who you are, and you are off!

TIKTOK TIP #3

Make a PRO account

This is really easy. On the Home screen go to the top right corner – there are 3 little dots. Click on the dots, and go to Manage My Account. In there you will see a feature to “change account to Pro” – click on that and you are set!

This is valuable as only under a PRO account to you get quantifiable data and analytics – followers, male, female, which countries, which are most viewed videos, what times your audience watches you videos most, etc.

TIKTOK TIP #4

Your first 5 videos should be SME

SME stands for “subject matter expert” – a fancy corporate word. Yet this applies to TikTok also. It is very important when you are first starting to really “show” TikTok what your niche is.

So the more of an expert you can come across on your first 5 videos the better the rating and the algorithm will work for you. So make those first 5 count and try to post them all on the same day.



TIKTOK TIP #5

Don't forget the sounds!

TikTok was built initially on Musicly – ie: MUSIC!

This platform is based heavily on music and sounds. **I strongly recommend every single video you create has music in it.** It can be trending (preferable) but it's ok if it isn't.

Music creates emotion and is moving to the viewer. Use sounds to enhance your video. You can still talk as well, just make the volume of your soundtrack very low.

TikTok has amazing and easy editing features for you to control the volume of the soundtrack as well as your voice.

TIKTOK TIP #6

Be mindful about the time!

TikTok values "replay". The TikTok automatically replays the video.

If your video is 15 seconds long, the chance it will auto replay is much higher than if your video is 1 minute long. That's a long video for someone to sit through and watch.

My tip when starting out is to first do short videos – 7 seconds is the shortest but 15 seconds is standard.

The goal is for your video to be so good the viewer will keep watching and watching it and every time it auto replays TikTok sees you as valuable content creator and has a chance of pushing you to the FYP page.

**FIRST, CREATE SHORT VIDEOS.
AIM FOR 7-15 SECS.**

TIKTOK TIP #7

Don't forget to LIKE!

Always LIKE anyone's comments on your videos. Always. And here is a growth hack tip: After a few weeks, TikTok removes your like (the HEART won't be filled in red anymore).

That's TikTok saying you can like that comment again.

Smart if you ask me as what happens the person who wrote that comment from a few weeks ago has no idea why the "creator" liked his/her comment and will come back to your profile page. And by then you will have added maybe 10 more videos for them to watch.

What a great way to build a tribe, bring a viewer back and hopefully have them convert to a Followers. So like and relike!

TIKTOK TIP #8

Always reply to the comments

It's crucial that every single comment someone makes, not only you like it but you also REPLY with YOUR comment and then like your own comment. This is very powerful as it shows engagement.

The rule with Comments on your Videos: **Always like their comment, reply to their comment and then LIKE your own comment.**

Standard Best Practices on TikTok.

**KEEP YOUR ENGAGEMENT HIGH.
LIKE OTHER PEOPLE'S COMMENTS, REPLY &
LIKE THE REPLIES AS WELL!**

TIKTOK TIP #9

Make your content shareable!

The sharing feature is probably what TikTok favors the most. To them this shows your content is so good that a viewer is willing to pass it along to other friends or to other digital platforms they have (Facebook, Instagram, Snap, etc).

The key here is to have good content that makes viewers want to share. On TikTok, sharing content is SO easy – it's a click of a button.

Something no other digital platform does. They truly unite the social media space! Kudos on that big time!

ON TIKTOK, SHARING IS SUPER EASY!
MAKE SURE YOUR VIDEOS ARE
WORTH A SHARE.

TIKTOK TIP #10

Don't delete your videos

Some videos, especially at the beginning, will do terribly.

As long as you know the content is good, KEEP THE VIDEO – do not delete it.

Why? Because very soon one of your videos will hit the FYP page and when it does, those viewers will check out your other content on your profile and that's when other videos start to really take off too.

So don't delete the video. It may not do well today but in around a month that video that you thought was awful and only got 5 views it could be one of your best performing videos. It can happen so just leave it alone.

Conclusion

Get on TikTok today – the sooner you do it the sooner your tribe will grow. Get on it now before “everyone else” figures it out!

Remember Instagram back in 2012? How easy it was to go viral back then? No one was using it! And now look at Instagram today – 2020 – impossible to penetrate due to its high saturation.

Mindset Shift: TikTok is the new Instagram of today so get busy TikTokking!

Need more help? I got you!

[Sign up for my FREE TikTok Coaching call.](#)

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Revi Goldwasser
FEARLESS WOMAN & FOUNDER