

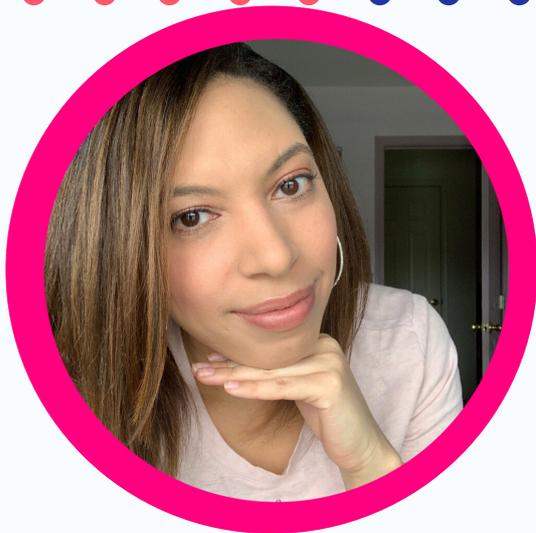
LEVEL UP ON TIKTOK



6-STEP ROADMAP TO
INCREASE VISIBILITY,
GAIN INFLUENCE AND ATTRACT
FOLLOWERS AND CLIENTS

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HELLO, FELLOW TIKTOKER! I'M KENDRA



Thanks for downloading this free TikTok starter guide on how to organically grow your account! You'll learn how to utilize your profile to increase your visibility, earn influence, and attract followers (who can ultimately become email subscribers and clients for your coaching and creative business).

TikTok is **THE** place to be for content creators. As the platform continues to grow in popularity, it's likely that algorithm may change, making it tougher to authentically engage with your followers (similar to Facebook and Instagram). So now is the time to take advantage of the platform's high organic reach!

This 6-step roadmap will give you an overview of how to get your TikTok account up and running, and I'll share the strategies I used to grow my account to +5,000 followers in just 5 months.

READY TO LEVEL UP? LET'S GO!

**If You Like What You See, Keep Scrolling on
More Ways I Can Help You Level Up Your Life and Biz!**

The 6-Step Plan to Level Up on Tiktok

RESEARCH AND ABSORB

When you first join Tiktok, spend about 1-2 hours a day to just WATCH videos on the For You Page (FYP).

Content creators are covering every topic and theme, and you'll get a sense of what's popular on the platform, which will help you plan your first set of posts.



BRAINSTORM THEMES

Choose 1 - 3 themes or topics (niches) you want to focus on for your page. Think of ways you can put your own twist on Tik Tok trends.

Users will easily and quickly get a sense of what content you're creating and sharing, which will encourage them to follow and engage with you faster.



OPTIMIZE YOUR BIO

Once you know your themes, highlight them in your bio (allows up to 80 characters).

Also share 1-2 personal items or quirky facts about yourself, such as your age, where you live, favorite food, etc.



CREATE HASHTAG GROUPS

There are daily trending hashtags on Tiktok.

Incorporate relevant ones into your captions, but also create hashtag groups that match your themes, and save them on your phone for easy reference.



POST 2X-4X A DAY

Creating daily content is KEY to find out what works for you. You never know which video topic will help you go viral!

Also use trending hashtags and sounds to help garner more views. TikTok is a Content Creators dream. So focus on creation AND creativity.



ENGAGE AND HAVE FUN

Show LOVE to users who comment on your videos. Engage by answering their questions, acknowledging their feedback and asking them what THEY want to know and learn more about, too.

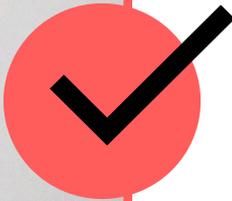
And most importantly, be authentic and true to you. We need your unique talents. Welcome to the community!



RESULTS

HOW TO LEVERAGE YOUR TIKTOK

ESTABLISH AUTHORITY AND CREDIBILITY AS AN EXPERT



Your followers will tell you what content they want from you the more they engage with your posts. If they're responding to your workout videos, they trust you as a fitness expert. Or if they're sharing your makeup tips, you've become their go-to beauty expert. Or you can create an online community for moms, students or professionals.

Continue to produce the content that's in-demand, and your page will instantly become a coveted resource for tips, tricks and tutorials.

CONTENT YOU CAN REPURPOSE



TikTok videos tend to average 15 to 60 seconds. That means you can produce TONS of quick and helpful content. Think of the videos as teasers - your audience will want to know more about steps and implementation.

Give them what they want by expanding on your content through blog posts, podcasts, YouTube, and digital courses.

BRAND AND INFLUENCER PROMOTIONS



There are tons of niche communities on TikTok, and they're very supportive of their fellow content creators. You'll soon recognize other coaches and creatives in your field, and you can reach out to them to discuss supporting and promoting each other's pages.

As your engagement grows on your account, you'll also have the opportunity to secure brand partnerships, but make sure it's true to your message and mission.

MEDIA OPPORTUNITIES



Having established yourself as an expert with tons of content ideas means you're ready to start booking media! You can start with FREE resources like HARO.com and PodcastGuests.com, where reporters and producers are seeking experts for their stories and platforms.

Focus on media in this order: Guest Blog Posts, Websites, Podcasts and Online Videos, Magazines and Newspapers, and finally, TV.

RESULTS

WANT MORE HELP?

CONNECT WITH ME ONLINE

TIKTOK TRICKS

New to TikTok and want to know how to edit, use effects and sounds, and optimize captions and hashtags? I've learned a ton in the past few months (and continue to learn more every day). I'll share some insights and quick and easy tutorials so you can Level Up your TikTok game.

MARKETING AND PUBLICITY STRATEGIES

Learn how to increase your visibility with insider tips I've acquired over the past 14 years. I've worked as a marketer and publicist for Hearst Magazines, Bauer Publishing, HarperCollins Publishers and for brands like Pantene, Cetaphil and Victoria's Secret. We'll make you a media guru in no time!

CAREER AND SMALL BUSINESS ADVICE

Boost your career, ramp up your biz and most importantly, GET PAID! I'm sharing what I've learned personally (like how in the past 6 years, I've gotten 3 promotions and increased my salary by 70%) and from what I've picked up working with entrepreneurs and influencers, such as Natalie MacNeil, Jovanka Caires, Lisa Nichols, Mike Bayer and Erica Diamond.

**WATCH YOUR INBOX FOR
NEWS AND UPDATES!**