



# The Perfect Tiktok Post

## CHECKLIST

**Connect With Your Ideal Customers  
And Make More Sales With These  
Easy-To-Follow Tiktok Tips**

Created by Megan Gersch



# Introduction



**What's up?!  
I'm Megan Gersch.**

Are you a driven small business that wants to make even more sales? Have you been trying to use Tiktok to drive people to your website with no avail?

Hi - I'm Megan Gersch, and I'm a brand + marketing expert. Having worked as a designer / marketer in the entertainment industry for over 15 years, I know all too well that it takes more than great product / service to be successful. You need a solid digital marketing strategy to sell that product. I help businesses elevate their Tiktok presence, so that they can make more sales and boost brand awareness.

I fundamentally believe that your online presence is equally as important as having something awesome to sell. The awesome thing about content creation is that it works for you 24/7 - no employee can do that! With each post, you are creating a little salesperson for your business, that works around the clock. Now imagine - wouldn't it be great to wake up to new sales every day, because the content you created worked for you around the clock?

With my Perfect Tiktok Post Checklist, you'll find tips for how to maximize your Tiktok posting efforts. Don't sleep on this - implement these tips now to boost the sales in your biz!

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- ❑ **Brainstorm the topic of your video.** Think about one small problem that you could help someone solve. If you need help generating ideas, search for your industry on AnswerThePublic.com or Quora.com to get a sense of questions that people are asking.
  
- ❑ **Brainstorm a video hook for the beginning of your video.** The goal is to grab people's attention in the first 1-3 seconds, so that they are intrigued to watch longer. Examples:
  - ❑ Ask a question to your ideal viewer.
  - ❑ Start with motion in your video.
  - ❑ State a fact, statistic, or opinion. Bonus points if it's controversial!
  
- ❑ **Outline the structure of your video.** It should have a beginning, middle, and end. Follow this format:
  - ❑ Beginning - include a hook
  - ❑ Middle - deliver the value that you promised in the hook
  - ❑ Ending - include a call to action / what you want them to do next
  
- ❑ **With the Tiktok app open, press the bottom center [+ ] icon to create a video. Create your video in multiple clips.** You have 2 options:
  - ❑ Upload videos from your phone.
  - ❑ Record your video within Tiktok

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- ❑ **Once you are done recording, hit the red checkmark to move on to the editing stage.**
- ❑ **(Optional) Add a trending sound to your video.** If you are adding it to a video where you are speaking, you can lower the trending sound's volume to feel more like background music.
- ❑ **Trim the video clips to remove any video that is not needed.** Remove words that aren't needed and empty space.
- ❑ **Experiment with video length.** 8-10 seconds work well for trend style videos. Tutorial style videos that are over 1 minute long (and keep attention for long watch times) are currently getting push as well. Videos that are 5 seconds or less only get pushed to your followers (and not the FYP) for the most part. People's attention spans are tiny, and average watch time greatly impacts the overall performance of your video. The more people that completely watch your video until the end, the better performance you will see.
- ❑ **(Optional) Add text to your video.** Text on screen in the first 3 seconds can help to hook viewers in. Additionally, many people watch Tiktok without the sound on, so it can be helpful to caption out spoken words (if applicable).
- ❑ **(Optional) Add a voiceover or effects to your video.**

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- ❑ **Once you are happy with your video, click the Next button.**
- ❑ **Add a keyword-rich caption and hashtags to your video.**
- ❑ **Add a video cover.** This will be shown in your profile feed. What could you add here to entice people to watch?
- ❑ **Make sure that Allow Comments, Allow Duet, Allow Stitch, and Save to Device are switched on.**
- ❑ **Save the finished Tiktok to your Drafts or click Post to publish the video.**

## Questions?

Consider this checklist a starting point for creating compelling Tiktok content for your brand. As you use it as a guide to create your Tiktok videos, you should begin to experience more traction with your posts!

I love helping businesses like yours take the next steps toward creating a marketing strategy that's impossible to ignore. I'd love to hear from you. Reach out to ask me questions, and let me know if this helped you in some way.

You can email me at:

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