



Not Too Old For TikTok **WORKBOOK**

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LILY PADS

WHAT ARE SOME OF MY POSSIBLE LILY PADS?

Use this space as a place to brainstorm.... Consider: Skills you have, favorite quotes, your personal stories, passions, challenges you face, books you've read,

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Tiktok Content Ideas for Businesses

- ☐ Showcare your product or your shipping process
- ☐ Show your space: tour of your office or workspace
- ☐ Storytime: Share your success journey or what you wish you knew
- ☐ Showcase your people: Feature your clients or team
- ☐ Wisdom Sharing: Encouragement, Inspiration or Quotes
- ☐ Your WHY; Talk about your Mission or Purpose
- ☐ Build Know-Like-Trust by sharing a favorite hobby, pastime or passion
- ☐ Animal Videos (especially if they are funny or humanized)
- ☐ Time lapse anything that you do, build, or deliver
- ☐ Show off your best-selling product
- ☐ Announce a Sale
- ☐ Do a Give-Away



20 Types of Tiktok Videos To Create

- ☐ Dance Challenges
- ☐ About Me: Variations on who you are and what you do
- ☐ Trends: Making It Your Own (hashtag, sound, idea)
- ☐ Song Lipsynch
- ☐ Wisdom: Encouragement, Inspiration or Quotes
- ☐ Acting scenes (lipsynched or dialogue)
- ☐ Re-enact a scene
- ☐ Showcasing Talent (art, music, design)
- ☐ Shopping or recommendation videos
- ☐ Showcasing Talent (art, music, design)



- ☐ Voice Overs: Stories, commentary, inspiration
- ☐ How To's: cooking, fashion, workout
- ☐ Makeovers or Transitions: from before to after
- ☐ Teaching: Content or informational
- ☐ Wisdom Sharing: Encouragement, Inspiration or Quotes
- ☐ Daily Life: Mini-Vlogs ie. My morning routine, my day today
- ☐ Series: Make a series of 22-59 second videos on one topic or in one style
- ☐ Funny situations: Experiments, jokes or pranks
- ☐ Asking a Question: You can answer first or not
- ☐ Tips & Tutorials



Thank You!

I hope you found this class helpful and that it has motivated you to jump into the fun and creative world of Tiktok. If you're on the platform, please follow me and tell me in a comment how we met!

Lisa Betts-LaCroix

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