

Not Too Old For TikTok WORKBOOK

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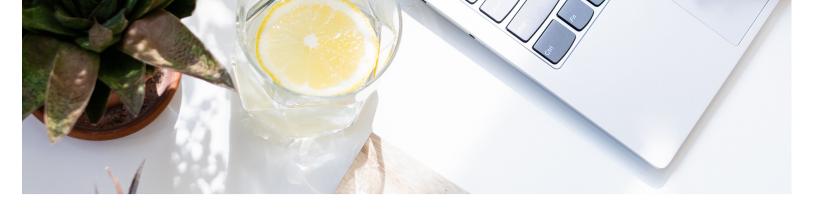
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LILY PADS

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,



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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