



TikTok

FOR PROFIT



Performance Technology
Dish Taylor - Ty Wapato
dishtaylorcb@gmail.com
310-394-7858

Why TikTok?

The challenge of growing a successful business depends on having a steady flow of new customers.

The pandemic disrupted how many of us marketed. It pushed people to learn and engage with more social media platforms. For many of us it was the first time we got serious about social media marketing.

Another big change was how to get people's attention. Right now short videos of less than 1 minute, and preferably only 7 to 20 seconds, with engaging content seems to get the most eyeballs and conversion.

These short videos can be thought of as the appetizer to the main meal.

TikTok for business owners. 💰

Whether you are part-time or full-time, TikTok has emerged as a platform that enables you to get seen by larger numbers of potential customers.

Marketing has always been a numbers game. Bigger numbers mean bigger wins.

Some facts that make TikTok better for direct marketers:

"According to Sensortower, people downloaded TikTok 68 million times in January 2021. Overall the app has been downloaded more than 2 Billion times. The global lockdown also helped TikTok to be the most popular app of 2021.

Only 1 to 2% of marketers are using TikTok.

What TikTok Does For You

If you are looking for an easier and faster way to grow your business then I have news for you.

You have the opportunity to tap into a platform that's rapidly become the number one place people spend their time.

When I first saw TikTok I thought it was a silly little platform where kids posted silly little videos of themselves doing silly little things.

Boy, was I wrong.

TikTok is the most downloaded app in 2021.

Only 1 to 2% of marketers are using TikTok. There is still time for you to cash in.

Marketing to get customers from TikTok is easier than other overcrowded platforms. I have been talking to networkers that are crushing it!

Also, the algorithm on TikTok enables a person who does not have a large following to have more exposure.

Paul G. went from 0 to 250,000 customers in 3 months on TikTok without having crushed it on any other social media channel.

What the TikTok Profit Workshop can do for you.

- Develop a following of people who engage with your content
- Avoid time wasting mistakes trying to learn TikTok on your own
- Get your product and business in front of more of the right people
- Convert those followers into customers and reps

You will discover:



- How to set up your account correctly to get more customers, clients and recruits
- How to hit the ground running if you don't understand TikTok
- 3 things to focus on when creating content
- How to create videos that get the seen by the people you want
- How to easily connect with people who show interest in your product or business and how to get them excited about connecting with you.
- How to edit videos on your PC instead of phone to save time
- The best time of the day to post so you can get found by people searching for what you offer.
- How to covert followers into customers and signups
- How to direct people to your other sales tools once you get their interest

Navigating a new technology is never easy.

Because of requests that we are getting from side-gig owners we have put together a interactive workshop on using TikTok to get customers.

The goal is to have you posting videos with valuable content on TikTok by the end of the course.

The workshop will be four one-hour weekly sessions that will be on Zoom on Wednesday evenings and Saturday mornings.

Each class will be limited to 6 people to have as much interaction as possible. We will also have office hours for extra support. Zoom recordings will be available on Google Drive after the class.

The cost of the 4 weeks workshop is \$497.00
Call 310 394-7858 for Enrollment

Here is the initial outline for workshop. Because we want to be responsive to your needs the actual content may change.

Both Ty and Dish will be working with participants during the workshop.

Performance Technology has been in business since 1992 and focuses on training and development in the network marketing and traditional business area.

Our job is to make your job easier.

1st Week - Getting Started

Getting familiar with the different facets of TikTok. Learning to navigate the app and understanding the terminology.

Getting your account on the TikTok app.

Setting up your profile and getting familiar with the app on both your cell phone and computer.

Discover the **Discover tab**, one of the most exciting features of TikTok.

Learn how to identify trends and how to master hashtags.

Week 2 - Getting Ready To Create

- How to get over camera shyness
- Deciding on Content
- What you already know that is valuable
- Where to get new content
- Planning Your Short Videos
- ·What you want to include
- ·What do you want to leave out
- ·How long
- How to get people messaging you

Week 3 - Creating

- Branding yourself
- Using Cell Phone and PC
- How to Create Hashtags that work
- Why captions are a must and how to add them
- How to add headlines that result in "Likes"
- How to upload your video on your PC for easier editing

Week 4 - Make It Pay

- How to convert followers into customers.
- The two different approaches to converting
- How to have people asking you for more info
- How to develop consistency in posting videos
- Graduation Celebration



We will have individual course evaluation calls with each participant to get your candid feedback. We want to know what you liked, what you did not like, and what you think could be added. We will also take any questions you have about what would help you personally. 🤔