



TikTok LIVE Starter Kit

Welcome to your creator journey! This guide will help you get started with TikTok LIVE, grow your audience, and start earning. It's everything we teach our creators in their first few weeks—free to use and easy to follow.

Is TikTok LIVE right for you?

Yes—if you enjoy connecting with people, performing, teaching, sharing tips, or just being yourself.

TikTok LIVE is a powerful tool for:

- ❖ Fast audience growth
- ❖ Building real-time relationships with fans
- ❖ Earning through multiple channels

How to Grow Your Audience

- ❖ Go live regularly (ideally 3–5x a week, 1 hour per LIVE)
- ❖ Promote LIVE by posting short videos 1 hour before
- ❖ Mention LIVE in captions and pinned comments
- ❖ Use trending audio and engaging hashtags
- ❖ Collaborate with other small creators
- ❖ Remind people to follow you during your LIVE

TikTok LIVE Requirements

- ❖ Age 18+
- ❖ Follow TikTok's community guidelines
- ❖ A strong hook in the first 2 seconds
- ❖ Good lighting and clean visuals

Creator Setup Checklist

- ✓ Ring light
- ✓ Phone tripod or stand
- ✓ Quiet background (use headphones if needed)
- ✓ Stable internet (Wi-Fi preferred)
- ✓ LIVE-friendly space (declutter your background)

Optional but helpful:

- ❖ Makeup/touch-up mirror
- ❖ Props related to your theme
- ❖ Mini whiteboard for writing goals

How to have
a successful
LIVE



Be yourself

Going LIVE is a great way to build connection with your audience and let them get to know you



Create with care

We know you don't need to tell you, but when you're going LIVE, please keep it kind, fun and positive



Prepping never hurts

Make yourself a plan before you start. Don't be embarrassed to do a checklist, practice



Engage your audiences

From QBAs to LIVE games, experiment with ways to engage your audience when going LIVE



Remember, you're in charge

If you feel it's ok to go LIVE today and try again tomorrow. Remember to report about any harmful comments



Promote each time

Let your followers know in advance when you'll hit LIVE next. A little anticipation can go a long way



Join us today:
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