

How to Grow Your Audience Using TikTok and Reels

Who is your social media person?

What are your feelings towards social media right now?

What is the type of content you enjoy consuming?

Brand personality:

What are 3-5 values you live by?

What is your brand personality+voice?

- The loving mom
- Tough love older sister
- Bubbly cheerleader
- Sassy sister
- Comedian
- Kindergarten teacher
- College professor
- The cool kid

Brand Pillars:

What is your expertise?

What is your audience struggling with (in general not necessarily related to your product)?

What are your audience's triumphs (in general not necessarily related to your product)?

Four topics you'll be known for

- 1.
- 2.
- 3.
- 4.

Let's build your content

Types of TikToks/Reels

- **Transitions** are visually appealing and captivate your audience when done smoothly. They display a transition. You start as X and reappear as Y. Here are some ideas for transitions:
 - Cover the camera
 - Shot 1: Do an exercise looking tired, then place your hand over the camera
 - Shot 2: Begin with your hand over the camera and reappear in a different outfit looking energized
 - Jump
 - Shot 1: Jump up
 - Shot 2: New outfit. Begin when you land from the jump (you can edit the jump inside the app)
- **Trending sounds** are found directly in the app. If you hear a sound on repeat, save it and get ready to create a version that your audience will love. Don't wait too long to use it because the kids move quick. (Don't worry you don't need to dance)
- **Curiosity hooks** engage your audience in the first few seconds. Here are a few examples:
 - If you've had back pain doing planks, you need this tip.
 - Here are three ways to strengthen your core without crunches.
 - The exercises everyone needs to do everyday!
- **Be yourself!** People are engaging the most with people who are able to connect with their audience authentically. That comes from talking directly to them. You don't have to teach them anything, dance, or sing. You just need to be relatable. Talk to them like you would if you were on Instagram stories... or to your clients inside the gym before class!

Let's connect:

Instagram [@leahonthemic](#)

TikTok [@leahonthemic](#)

Email leah@teachrichmotion.com