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If you've made it this far, I want to congratulate you. It speaks volumes to your investment and your actual dedication to learn how to grow on TikTok. Before we actually say our goodbyes, I want to leave you with some of my favourite takeaways and top tips that I've learned on TikTok over the past two years, I'm going to go ahead and start off with content tips.

When I first started out on TikTok, I actually used to script everything word for word. Obviously, take into consideration that maybe our niches are slightly different, but I would plan out everything from what I'm going to say to the text inserts in those specific frames, alongside the imagery that would belong in that specific scene. I know initially this might seem like it's incredibly over the top, but this really taught me how to be very concise with my messaging and also get into the flow of creating content.

This is still something that we do routinely for our clients. We basically script it out verbatim unless we give creators a little bit more flexibility. It really just allows us to better communicate the content ideation aspect of things and ensure that we're bringing the vision of the actual content to life. So I definitely challenge you to start by scripting all of your videos. Then over time, if you feel like you got the hang of it, feel free to go off the cuff, but it is a great practise to actually start off with.

Next up you have batching content. Look, I know that you're busy. I know that you have other areas of your business to focus on. So maybe sending aside some time on a Sunday evening to create all the content for the week is a great use of your time. One thing I will say is when I started off batching content, I used to get a little bit trigger happy with my videos. Since I had them in my draughts, I wouldn't necessarily have too much self-control and just wanted to post everything basically back to back. If you do batch your content, try and be a little bit more disciplined than I was when I started out and just continue on a routine posting cadence.

Another thing I used to do is script out everything on paper, just one of those small legal notepads. Then I used to crumble it up into a little piece of paper and put it into a jar next to my desk. Whenever I had 15, 20, 30 minutes to spare, I would pull out a random piece of paper out of that jar and execute one of those specific videos. This is a great practise. Maybe if you have a couple minutes to spare throughout the day to just pick up and create a piece of content. It also kind of like gamifies the situation because you're just picking out a random piece of paper and you're like, "Ah, I don't know what I'm going to get." So it's also kind of fun.

Next up, I want to talk about including some sort of like engagement hack within your video. The first of which is leaving the meat or the actual value or the surprise of the actual post till the very end. This will actually encourage the user to stick around and watch the video to its entirety, which by now you've learned that average watch time is arguably the most important part of a TikTok video.

Another thing I absolutely love to do is mispronouncing or maybe even substituting or misspelling a word on a video. The more common that word is or that reference point is the better. For example, I used to refer to Google as [Jujule 00:03:13] and that caused a massive spark in my engagement as well. Just those little things like that, it kind of like makes people's blood boil, but in a very playful way that they just feel very keen to actually respond or comment on your video.

Another thing that you can introduce are polarising topics. Be careful and be sensitive of this. Obviously, if you are a brand you don't want to be incredibly extreme, unless that really fits in with your overall brand persona. But at the same time don't be afraid to say something controversial in efforts to spark a little bit of engagement. A good example of this can be taking a trending topic and applying it to your specific niche or product somehow. I remember one time I made a video about how I felt that Joe Rogan got ripped off on his Spotify deal. And of course he made a massive amount of money there but

of course, if you anchor that to Howard Stearns deal on NPR, it is a massive difference. And I believe Joe Rogan could have gotten him paid a lot more for his actual deal. So again, it was probably an unpopular opinion, but it caused a spark in engagement as well.

These are the types of things I do encourage you to explore integrating into your content. Of course, [inaudible 00:04:26] as long as it still aligns with the values of your brand. Don't just start controversy for the sake of starting controversy. Make sure that it's intentional and it's well directed and playful in a sense.

Another huge engagement hack is if you have a list style video. Let's say, for example, you call it These Are My Top Four Favourite Websites That I use On A Daily Basis. But throughout the video, you only mentioned three and you just cut off the video. This actually causes a spark in engagement for the people that are following along attentively in the video. The one thing that I do warn you of is to be sensitive of how many times you actually use this type of tactic. It'll get to the point where people are just annoyed and they don't really want to actually consume your content anymore. So make sure that if you do decide to use it, don't overuse it as well. There are many more engagement hacks on TikTok like these that you'll probably discover as time comes along and you invest time onto the platform.

The last thing I want to mention is equipment isn't necessarily a huge deal when it comes to TikTok. You literally only need your phone and internet connection to actually start recording. That being said, one of the things I do ask you to focus on is proper lighting. I think having proper lighting within your videos really enhances the overall quality of your video at a very minimal effort. One thing you can do is purchase a ring light. Ring lights can go from anywhere between 60 to \$150 and they can make a huge difference within your content. If you don't want to make the investment of buying a ring light, then all you have to do is stand in front of a window. You'll notice how the lighting in your videos is drastically different even if you just stand in front of a window on a sunny day.

When it comes down to equipment, like I mentioned, you don't need a fancy setup. You don't need a fancy environment or anything like that. Me personally, I like investing in different settings simply because it encourages me and it motivates me to continue to post and continue on my TikTok journey. It's similar to buying new clothes for the gym. If you're that type of person and you want to invest into your setup or your environment feel free to do so, as long as it encourages you to continue your efforts on the platform.

Lastly, another tip is I recently started using CapCut to edit my videos. If you're unfamiliar with CapCut. It is also owned by ByteDance, which is essentially TikTok's parent company. So there are a lot of parallels in the editing features between CapCut and TikTok. TikTok is at a stage where it's starting to implement a lot of beta features to really enhance their editing features. I know recently they implemented and shortly took away the studio editor, which is essentially a baby version of CapCut. I think this is just for beta trial reasons. But in all honesty, I do see TikTok kind of investing more heavily into their editing features within the app. So make sure to keep an eye out for that.

Lastly, I think the most important thing is to get rid of your fear of judgement. I remember I didn't actually show my face on my actual TikTok until past 25,000 followers. There's no rhyme or reason behind this, but it was just a comfort thing. The quicker that you can actually get over that fear of being on camera or that fear of sharing your message with the world. I think the quicker you'll actually be able to attain that success that you want on the platform.

Most importantly, never lose sight of why you're starting in the first place. I don't want TikTok to feel like this thing that everyone else is doing it so I have to do it as well. I think it's always important to evaluate why you do certain things in life, but I don't want you to feel like TikTok is a must, unless you're 100% comfortable with it. That being said, I have seen it transform lives and it has also made a massive

impact on my own life. So if you're willing to take the chance by all means, don't be afraid to start on TikTok. You never know what video might be that one video that just absolutely changes your life.

That being said, I'm so excited that you've made it this far. If you've made it this far, it speaks volumes to who you are as a person. And just how committed you are to actually growing on TikTok.

I mentioned this earlier in the course, but I would absolutely love to see your first post on TikTok. So whenever you do upload it, make sure to send me a link to my Instagram profile, and I'll be happy to give you some commentary and feedback on that. I'm really excited to see what you come up with. And again, remember the most important thing is actually doing and not just consuming. And that has to do with this course specifically, and also your behaviour on TikTok. So before we say our goodbyes, I want to leave you with this one quote. "It's not the dreamers that are remembered, it's the doers." So please just take action.