

Gerardo Perez:

At this point, you're pretty far along and it's actually pretty funny because I am just now realising with this complete brain dump that I just gave you, just how much actually goes into creating ads on TikTok. Don't feel overwhelmed. I think the most important thing is to continue to keep up with the creativity. I want you to understand that my purpose here is to help you create a foundation and teach you different skills so that you can have a repeatable process for when it comes to generating content for your TikTok ad account.

That being said, I do have a special surprise for you, in an added part of this course. I'm going to go ahead and teach you everything that I've learned on the organic side of TikTok to generate past a hundred million views across all accounts. I do want to remind you that you don't need an organic account on TikTok in order to advertise on TikTok.

If you feel like you're good to go, and launch your first add on TikTok, by all means, I encourage you to do so. Action beats contemplation, every day of the week. The most important thing for me is for you to learn than apply.

That being said, if you do want to grow your brand organically on TikTok, I developed a whole different framework, very different from the actual paid side of things, to help you create the consistency that you need in order to flourish on the platform.

Like I mentioned, organic and paid content is drastically different. In this next section, I'm going to show you how to develop a proper strategy in order to have long lasting success on TikTok. However, if you feel like you want to get started with your paid TikTok efforts, please go ahead and bookmark this section and come back to it when you're ready. Super proud of you for making it this far. Trust me, you're way ahead of the game. I'll go ahead and see you in the next section.