

Your Expertise. Your Content. Your Income.

HOW TO MONETIZE TikTok

Turn Your Content Into Income!

Share your knowledge, skills, and passion and get paid while making an impact.



10 WAYS TO MAKE MONEY ON TIKTOK

There are multiple income streams on TikTok. Choose the ones that fit your goals and expertise.

1 CREATOR REWARDS PROGRAM



- Get paid for qualified video views.
- Share original, high-quality content (1+ min).
- Must meet eligibility requirements.

2 BRAND PARTNERSHIPS



- Partner with brands for sponsored content.
- Get paid to review products or services.
- Perfect for niche expertise (lifestyle, business, faith, education, wellness, etc.).

3 AFFILIATE MARKETING



- Share products you love with affiliate links.
- Earn a commission on sales.
- Use TikTok Shop, Amazon, or other affiliate programs.

4 TIKTOK SHOP



- Sell your own products or source products through TikTok Shop.
- Earn commissions as a seller or affiliate.
- Great for digital products, merch, and physical products.

5 SELL DIGITAL PRODUCTS



- Create and sell ebooks, workbooks, templates, checklists, or courses.
- Use a link in bio to drive traffic to your store (e.g., Stan Store, Etsy, Payhip, Gumroad).

6 ONLINE COURSES & COACHING



- Teach what you know.
- Offer coaching, group programs, or online courses.
- Use TikTok to showcase your expertise and attract clients.

7 LIVE GIFTS & SUBSCRIPTIONS



- Go LIVE and receive virtual gifts (convert to real money).
- Offer subscriptions for exclusive content.
- Build a loyal community that supports your content.

8 SELL YOUR SERVICES



- Attract clients for consulting, speaking, design, resume writing, mentoring, etc.
- Use TikTok to showcase your results, tips, and testimonials.

9 USER GENERATED CONTENT (UGC)



- Create videos for brands to use on their platforms.
- Get paid to make authentic product videos without posting on your own account (if preferred).

10 BUILD A PERSONAL BRAND



- Grow your audience and open doors to speaking, book deals, products, and more.
- Your content today can lead to multiple income opportunities tomorrow.

TIKTOK MONETIZATION REQUIREMENTS (CREATOR REWARDS)

- Be at least 18 years old
- Have 10,000+ followers
- Have 100,000+ video views in the last 30 days
- Post original content (1+ minute videos)
- Follow TikTok's community guidelines
- Apply through the TikTok app

SET UP FOR SUCCESS

- Choose a niche (what you know and love)
- Create a content strategy
- Optimize your profile and bio (add link)
- Use high-quality video and good lighting
- Engage with your audience
- Post consistently
- Track what content performs best
- Be authentic and provide value

TOOLS & PLATFOMS TO USE

- **TikTok Shop** – sell products and earn commissions
- **Amazon Associates** – affiliate marketing
- **Stan Store** – sell digital products and services
- **Etsy** – sell handmade or digital products
- **Gumroad** – sell digital products
- **Canva** – create professional content
- **Later or CapCut** – schedule and edit videos
- **Linktree** – organize all your links in one place

PRO TIPS

- Focus on helping and solving a problem
- Use trending sounds and hashtags
- Tell stories and share your experience
- Be consistent (quality over quantity)
- Build a community, not just followers
- Diversify your income streams

CONTENT IDEAS THAT CONVERT

- Tips and how-to videos
- Behind the scenes
- Testimonies and personal stories
- Product reviews and demonstrations
- Before and after results
- Day in the life content
- Answering frequently asked questions
- Encouragement and motivation

REMEMBER...

- You don't have to dance to make money on TikTok!
- People follow expertise, authenticity, and value.
- Start where you are, with what you have.
- Your experience can create income and impact!

Create. Share. Monetize. Make an Impact!