

# 50 Tips on Dominating Short Video!



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## Tip 1 - Start with TikTok

The reason to start with TikTok is because it's easier to repurpose a TikTok video to Instagram, Youtube Shorts, Pinterest and X, and Facebook!

Plus TikTok just kicks ass!



## Tip 2 - Be Yourself! Be Unique!

You don't have to dance, sing be a comedian to get the views.

You don't need the perfect background!

Don't try to be something you are not. People are smart and they can spot phonies!

Stick to your direction and what you are trying to accomplish. Give value! Sure, sprinkle in some unique things, experiment but stay true to who you are !

## Tip 3 - Focus on Giving!

Forget about what's in it for you when you first start Tiktok!

Forget about selling.

Focus on giving value. Now, if you truly believe in some of the offers you have then sure mention them (from a giving angle).

## Tip 4 - Shoot for 15-18 Second Videos

One of my biggest mistakes was that I treated TikTok like YouTube or Instagram. Shorter videos JUST do better.

Plus, if someone makes it to the end of your TikTok video, it helps you get ranked.

Try to make ALL your videos in 15-18 seconds!

In fact if you can leave something out. DO it!

Shorter is BETTER!

A bonus tip is keep things VERY simple too! Complex ideas don't do as well on TikTok.

## Tip 5 - Shoot on the App NOT on your Phone.

Login into Tiktok and hit the bottom button to create a video!

It's easier and faster to do ALL your editing in the app!

Plus there is a conspiracy that videos created in the App do Better!



## Tip 6 - Save to Draft before Publishing!

By saving to a draft and viewing it before publishing you can see and hear any mistakes before publishing.

It's a good practice to get into.

There have been many times when I thought a video was ready, I viewed a draft and noticed something I wanted to change.

## Tip 7 - List Titles Work!

Titles are VERY important.

50% of success of a video is the Title!

What works BEST is numbers. 3 Ways to do a pushup. 5 Ways to Repurpose a video!

Use numbers not words!

If you're ever in doubt just stick a number next to it!

Heck - just look at the title of this eBook.

## Tip 8 - Titles with Adjectives!

Use words in your title like “effortless, easy, simple, unique, powerful, strange, underrated, unlimited.”

Such as...

Easy Way to Get More Views!

## Tip 9 - Fomo for Titles!

Use "I wish I Knew About" or "If Only I..." or "You Wont Believe"

## Tip 10 - Negative Words for Titles!

Use negative words such as "Stop" or "Don't" or "Without."

These can trigger someone's insecurities and get the curious to watch your video.

such as....

Stop Using Paid Tools for SEO!

## Tip 11 - Ask a Question!

Asking a question can be good, but try to make the answer obvious.

This can help with engagement.

You could also include YOU into the Title to pull the viewer in.

3 Nutrition Hacks for YOU!

## Tip 12 - Title Magic Formula!

Number + adjective + keyword + promise.

Example....

5 Secret Ways to Lose Weight!

## Tip 13 - How to Get Hashtags!

Use this website [HERE](#) to get free hashtags. The rule of thumb is 5 -7 hashtags per post!



## Tip 14 - Hashtag Buckets

Create around 5 hashtag buckets based on subniches. For example if your main niche is "make money online" subniches could be...

- affiliate marketing
- blogging
- email marketing
- Youtube
- Copywriting
- Mindset

## Tip 15 Mix Up Your Hashtags

Your buckets can have a mix of hashtags.

- Use 3 high volume ones based on your main keyword.
- Use 2- relevant ones that other high traffic creators use.
- Use 1-2 trending ones if they are relevant.

## Tip 16 Repurpose Your Videos

After you have uploaded your video to Tiktok. [Use this tool HERE](#) to download the video without the watermark.

Then you can upload the same video to.

- Instagram
- Youtube
- Pinterest
- X
- Facebook
- and more.

## Tip 17 Mix up Your Calls to Action!

I like to mix up my call to actions, that I include at the end of my video.

Either... check out my profile for more.

Or

subscribe or follow for me.

## Tip 18 Repurpose Old Videos

If you created a video that did well a few months ago. Nobody is going to remember it.

Just change the intro, remake the video with a new spin.

Then submit it AGAIN!

## Tip 19 Types of Accounts!

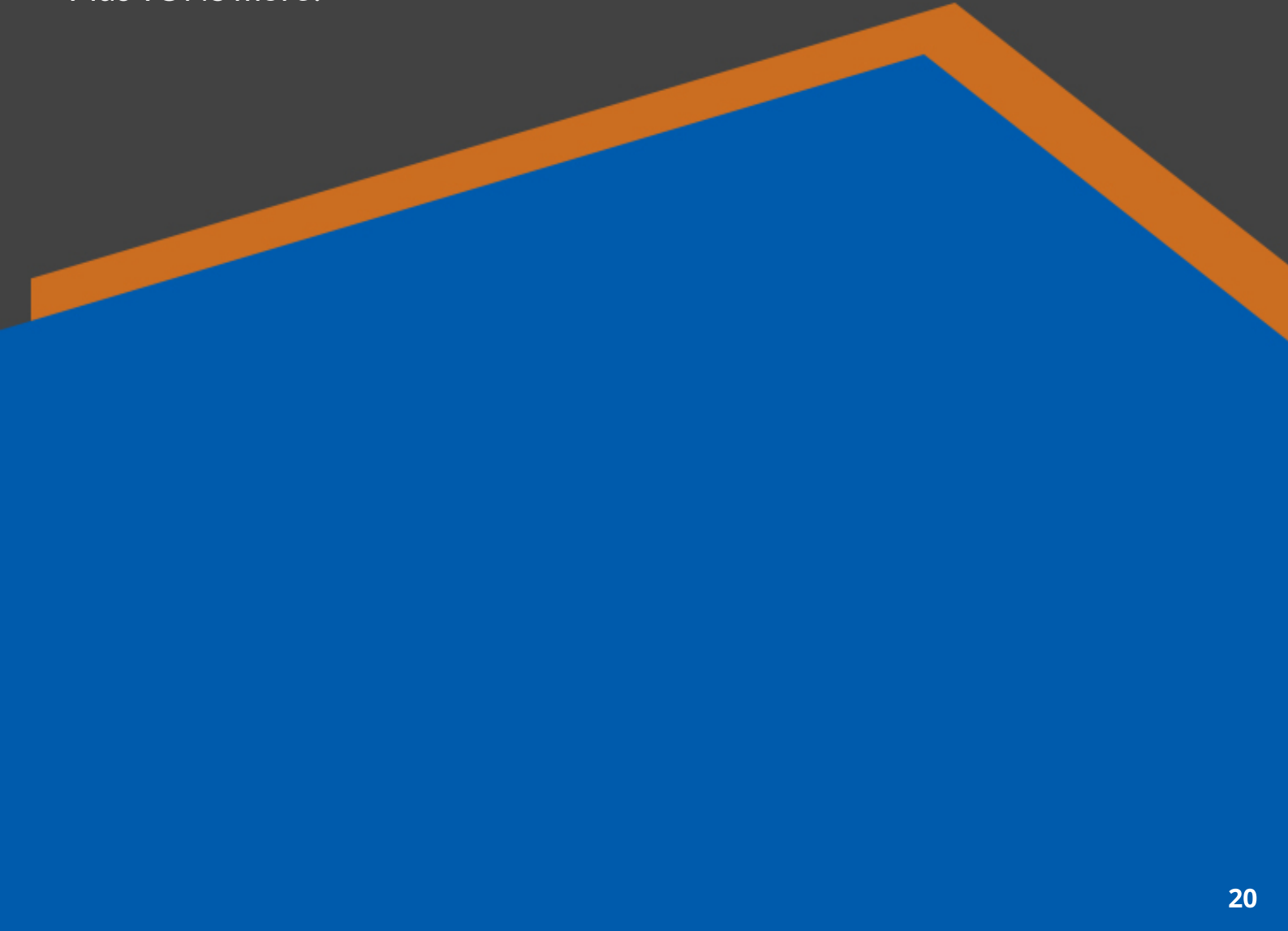
There are 2 accounts for Tiktok Personal or Business.

I like business so I can put a link in my bio. This link is a great way to make money with the platform!

If you choose a personal account you need 1,000 followers to be able to put a link in your bio. The advantage of a personal account is you get access to more music.

## Tip 20 Five Ways to Use Your Money Link?

There is a lot you can do with just 1 link.

- You can stick 1 affiliate offer.
  - You can have the link go to a landing page where you collect emails, then promote offers.
  - You can give away a free report with multiple offers.
  - You can have the link lead to a website that contains links to your other channels.
  - You can use a URL/file locker where someone has to complete a CPA offer to get a free gift!
  - Plus TONS more!
- 

## Tip 21 Content Ideas.. Your Experience!

The Best Way to come up with ideas for content is through your own experience.

Even if you think everyone MUST know it share it.

Even if it's really basic, you would be surprised how much that could be of help!



## Tip 22 Content Ideas.. Feeds

Use comments, in your own channel to get content ideas. Or use other creators comments to come up with content ideas.

## Tip 23 Quora, Reddit

Use Reddit, Quora or Forums to come up with ideas for content on your niche.

## Tip 24 Youtube, Articles

Use the Youtube search, articles to come up with ideas on creating content. I recommend research something you want to learn more about it and the #1 tip you got make a short video about it.

Plus remember the videos should be 15-18 seconds, so it's not hard.

## Tip 25 Buckets for Content Ideas

Another way to NEVER run out of ideas is to use buckets. Your main niche can be broken down into subniches.

If your main niche is make money online, subniches could be...

- email marketing
- products,
- social media
- blogging

Each of these niches can be broken down.

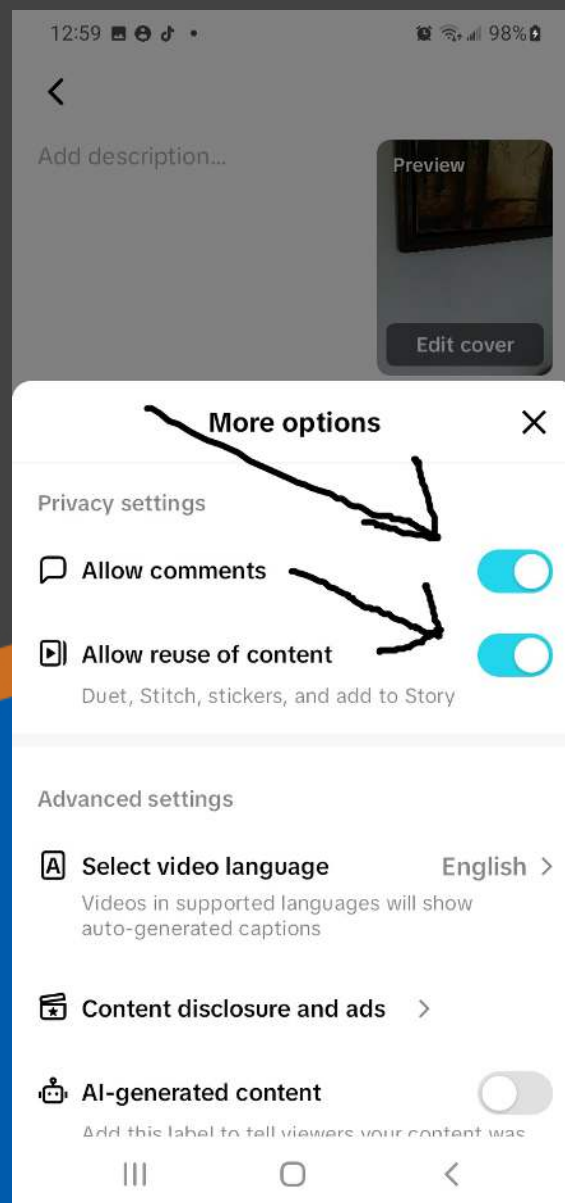
email marketing could be broken down farther such as....

- landing page
- free gift
- headlines
- copy

## Tip 26 Enable Everything when Posting!

When you post a video, make sure duets are enabled, stitches, allow comments.

Just enable everything because they all help your video get views.



## Tip 27 Frequency of Posting

A great rule of posting is 1 video a day.

You could even post more I would recommend giving some time.

Such as post 1 video in the morning and 1 in the evening.

1 video in morning, 1 afternoon, 1 in evening.

The more you post the more chance you have of 1 hitting it big!

## Tip 28 Best Time to Post

The best time to post is evening 5Pm to 10Pm.

Remember you can always make a video, save it to draft then post right before 5Pm.

## Tip 29 Repurpose Other Content!

Even easier is to find content and repurpose it.

A tool like this [HERE](#), can make this task very easy!

You could mix this in with content your creating!

OR just repurpose other people's content.



## Tip 30 Use Tools to Make It MORE Fun

Use a tool like this [HERE](#), to make creating videos, pictures more fun!

You can mix this tool into your schedule, adding variety to not only yourself, but your audience!

## Tip 31 Frame by Frame Shooting

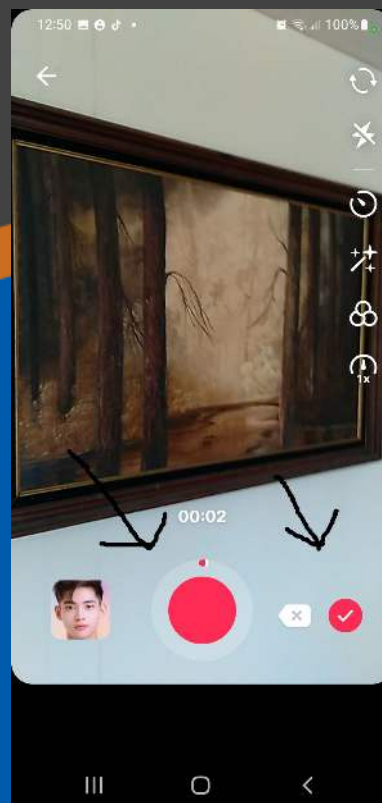
When shooting in the app it's a good idea to shoot frame by frame.

Hit the red button to record, then stop by hitting the button again.

When you are done hit the red button with a check mark. The x white arrow deletes the last frame.

Then change locations, outfits and hit the record button again to shoot the next frame.

Oh and leave 60s on is good.

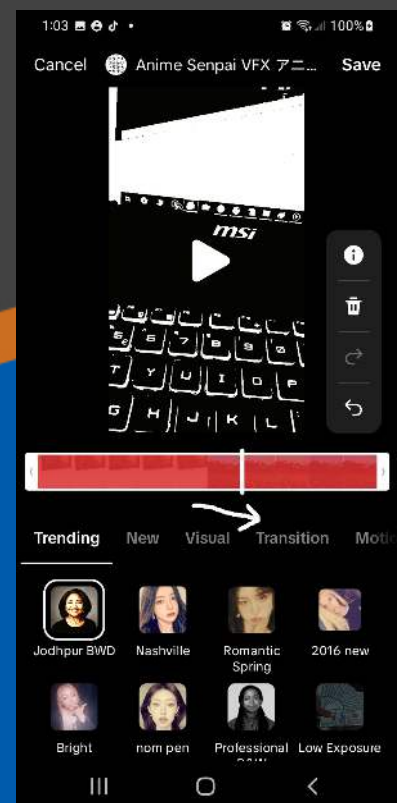
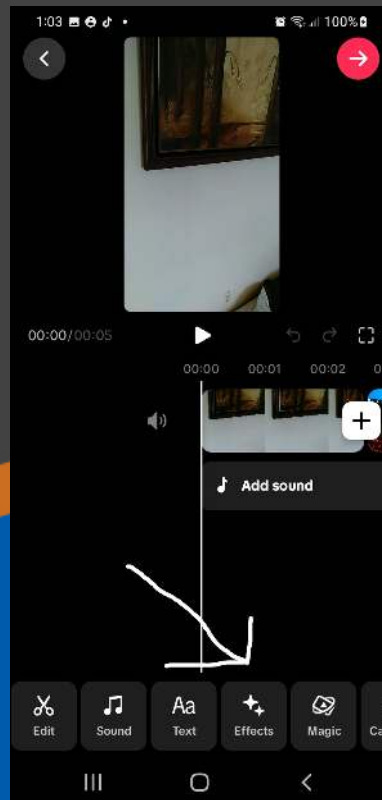
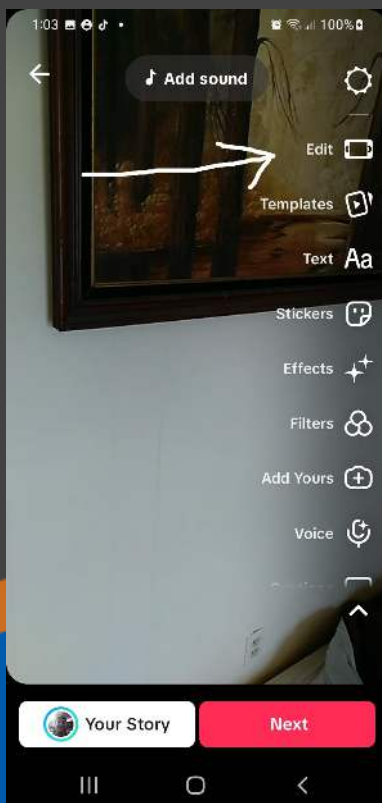


## Tip 32 Transitions

You can add transition effects to change between different frames. I recommend NOT doing too much.

Keep things simple and try to be helpful.

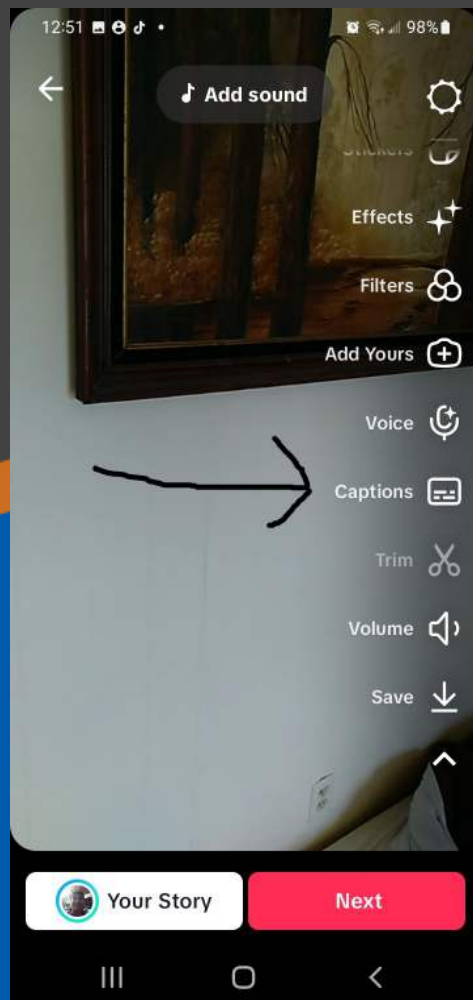
First make a video, then click edit on right, then effects on bottom then scroll to transitions.



## Tip 33 Add Captions

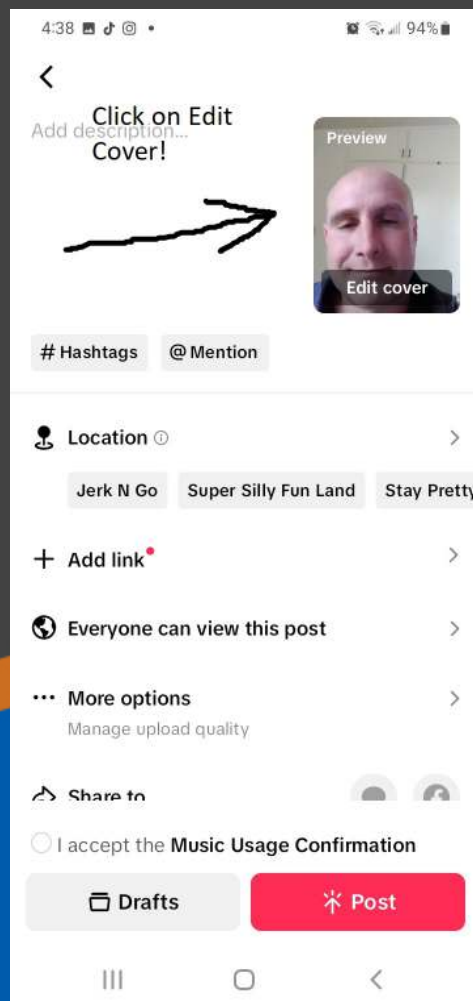
Many people watch videos with the sound off, so it helps to add captions to your videos.

It's under captions on the right menu. You can also edit the captions to ensure the spelling is correct!



## Tip 34 You Add a Cover

Click on the Edit Cover button to change the cover!



## Tip 35 If Something Works Make a Pt 2.

If you notice 1 of your videos doing very well, make a part 2 and a part 3!

## Tip 36 Leave Your Ego at the Door!

The people that win don't expect anything in return. Don't look for a following validation, likes, comments or whatever!

Create content for yourself!

## Tip 37 How the Algorithm Works

When you post a video on Tiktok the algorithm let a few people sample it. If the metrics are good such as most people watch until the end, like it, comment or share then it either pushes the video to more people or NOT.

The MAIN thing is watchtime. This is why you want your videos short 15 to 18 seconds.



## Tip 38 Music!

For a business account with Tiktok you can use the commercial library!  
Sprinkle the music in when appropriate!

If you are going to talk, turn the volume down very low!

Don't overdue the music, just like transitions!

There are many creators who don't use ANY music and they still do well!

You don't need music to dominate short videos!

Just click add sound button on the top to add music.

You could also click on the voice button on the right to add a voiceover.

## Tip 39 Engage with Your Comments

If someone watches your video and takes the time to leave a comment - they are honoring you.

Even if the comment is negative or trolling.

It's good for the algorithm!

If you like the comment like it, respond to the comment.

## Tip 40 Dealing with Trolls!

You are going to get nasty, mean comments!

Don't let them get under your skin.

I deal with toxic people the same way when I cold-called. I hung up and didn't even say bye. Then I called someone else. 2 years I cold called, it just worked!

It's the same online. I recommend giving the comment none of your time, energy - but move on as quickly as possible.

Dealing with negative comments, might just be the most important part of creating stuff.

But hey, negative comments help your videos get views. Some of the negative comments might have a valid point too.

Just don't let mean people stop you!

## Tip 41 Don't Quit

Success doesn't always follow a straight line. It may stay sideways, go down then go up.

You may be quitting right before things click!

There is a learning curve to this!

Try to enjoy the creation process! Enjoy putting out content.

Enjoy giving back!

Whatever it takes JUST don't quit!

## Tip 42 Don't Compare!

It's not a good idea to compare yourself to other creators on the platform. Sure see what others are working and learn from them. But don't get stressed out because your watching others do better! Stay in your lane, everyone grows at their own pace.

## Tip 43 What to do When Your Videos Suck!

Remember Tiktok is a simple platform!

My mistake is some of my videos were too advanced.

Did you have a hook? Were your videos 15 to 18 seconds long?

Are you videos simple enough?

The cure to bad performing videos is to keep shooting videos.

Recreat the videos that do perform well, just tweak them a little.

Maybe post a few more times.

Take a viral video in your niche and recreate in your own way.

Don't get discouraged, just keep going!

## Tip 44 What Equipment?

When you first start maybe stick to basic equipment.

Use as much real lighting as possible.

You could invest in a better mic. A really inexpensive one [like this HERE](#) could make an improvement.

There are a few tools that [can help like this one HERE](#), on giving you more options when creating content.

This one [HERE is nice for repurposing content.](#)

## Tip 45 Overcome Shyness!

The only way to overcome shyness is to shoot videos. You could shoot some videos, but then don't post them.

Just get in the habit of shooting them.

Then move into posting them.

The truth is videos do better when a human face is connected to it.

You can always shoot videos without showing your face and point the camera at a drawing, computer screen or something else.

But, showing your face is Better!



## Tip 46 Capture Ideas!

Some of our best ideas come when we are doing something different.

Write it down or shoot the video right there.

There was a line in the Fallout TV Show about the Golden Rule, I used that simple line to create a short video.

So be spontaneous.

## Tip 47 Tiktok Lives..

You can get this feature when you reach 1,000 followers.

Your followers get notified when you go live. They also appear on the "for you" page.

You can get discovered by new people and nurturing your current audience.

A great idea is to partner with another creator, so you both go live.

Keep the live broadcast short. Answer as many questions as possible.

Announce going live beforehand.

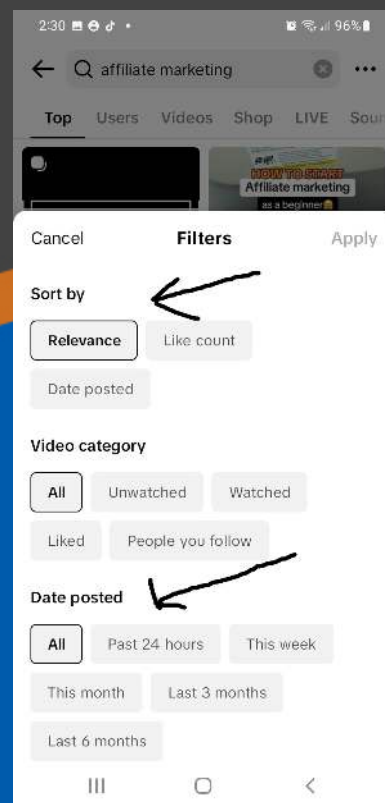
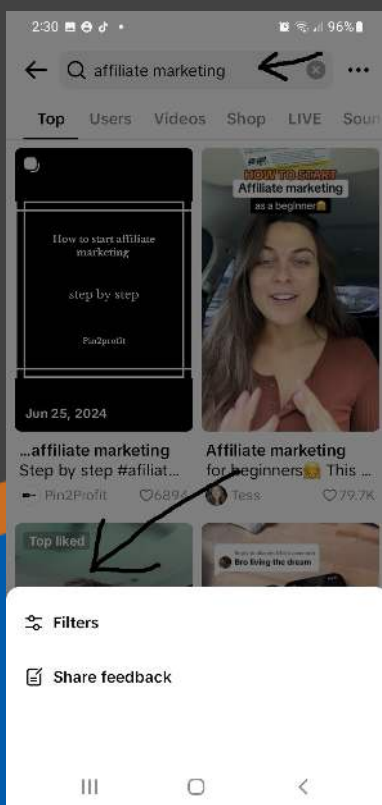
## Tip 48 Recreate Viral Videos!

On TikTok in the search bar type in your niche.

Then go to filters on the bottom and you can view videos that performed well in the last 24 hours or 3 months.

Then simply recreate the video with your own spin.

Try to make the video better!



## Tip 49 How Much to Charge as an Influencer?

So you reached the big times!

Once you reach a certain amount of followers you can charge per post for branded partnerships.

**This tool HERE** can give you a range on what you could charge per post. Now if it's a long term thing you can cut the brand a discount.

Once you have eyeballs and have followers there are many ways to monetize!

## Tip 50 Analytics?

I recommend not looking at your Analytics too much.

Sure it's good to know what is working and what is NOT, you just don't want to be in there every day going crazy.

Once a week, once every few weeks or months is better.

It's better to go on a PC.

Hover your mouse over your profile picture, click on Business suite, then analytics.

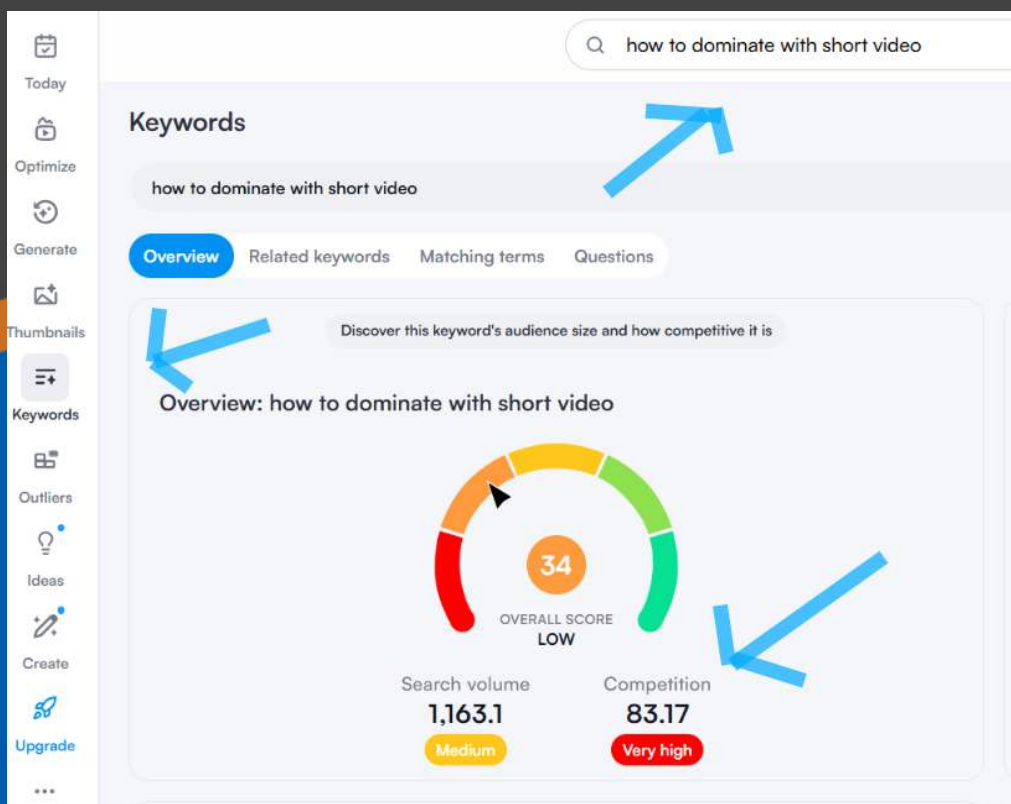
## Tip 51 Youtube Search!

Another tip is after you create a Tiktok video you can repurpose it to other platforms such as Youtube Shorts.

If you put your title into a free tool [such as this one HERE](#). it can give you a score.

it can share how competitive that keyword is and how much traffic it gets. If your title has a bad score then you can change it.

If you want ideas you could always use ChatGPT to give you more ideas based on your current title.



## Tip 52 Schedule Tiktok Posts!

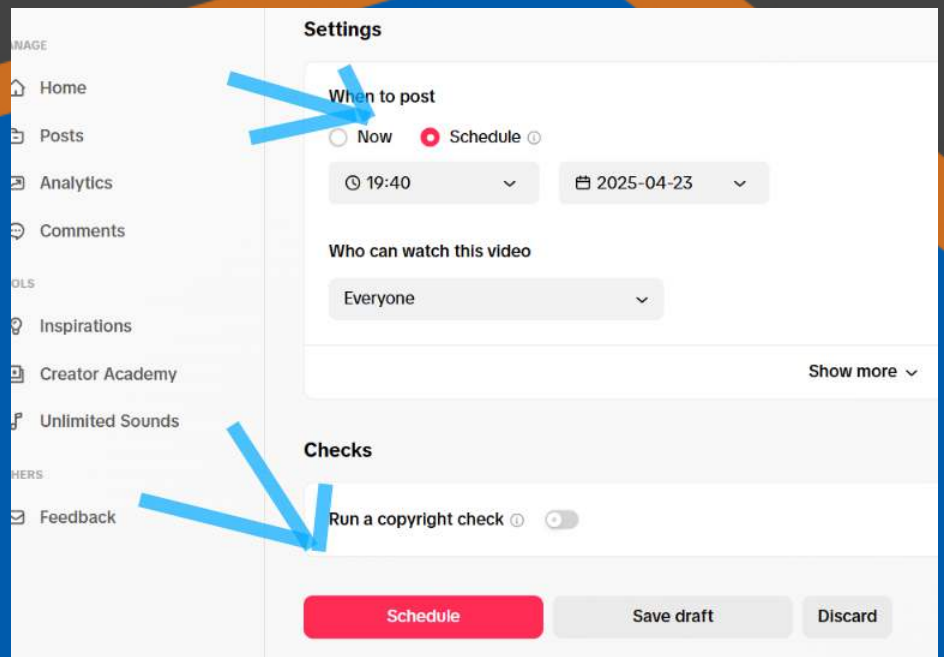
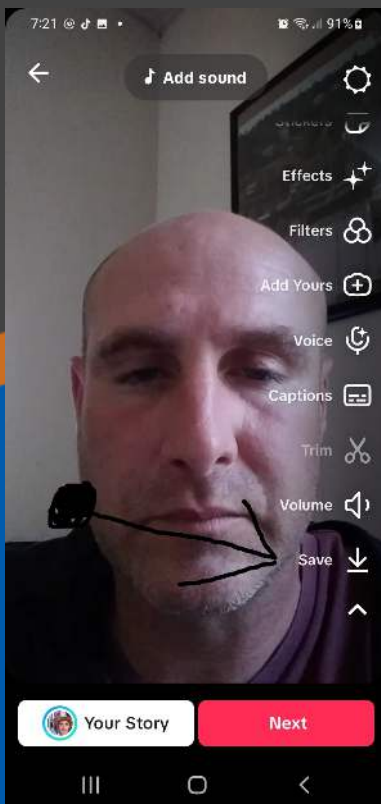
You can schedule a Tiktok post by first shooting a video in the app on your phone and saving it to draft.

Then load the draft and edit it and on the right menu you can download it to your phone.

Then plug your phone into a computer, find the video. On Android I found it internal storage DCIM then camera.

Then login into the Tiktok website and upload the video, then enter in your title and hashtags.

At the bottom instead of posting it you can schedule to post for later.



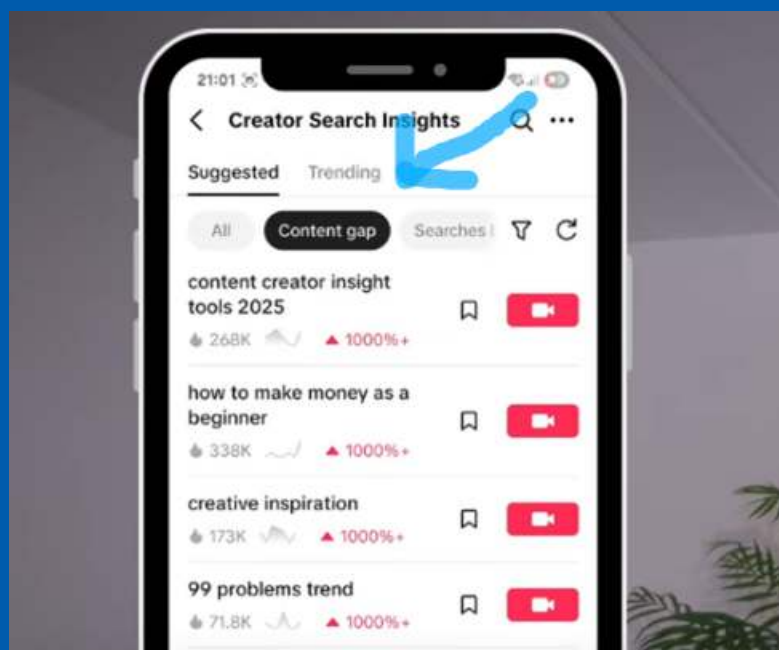
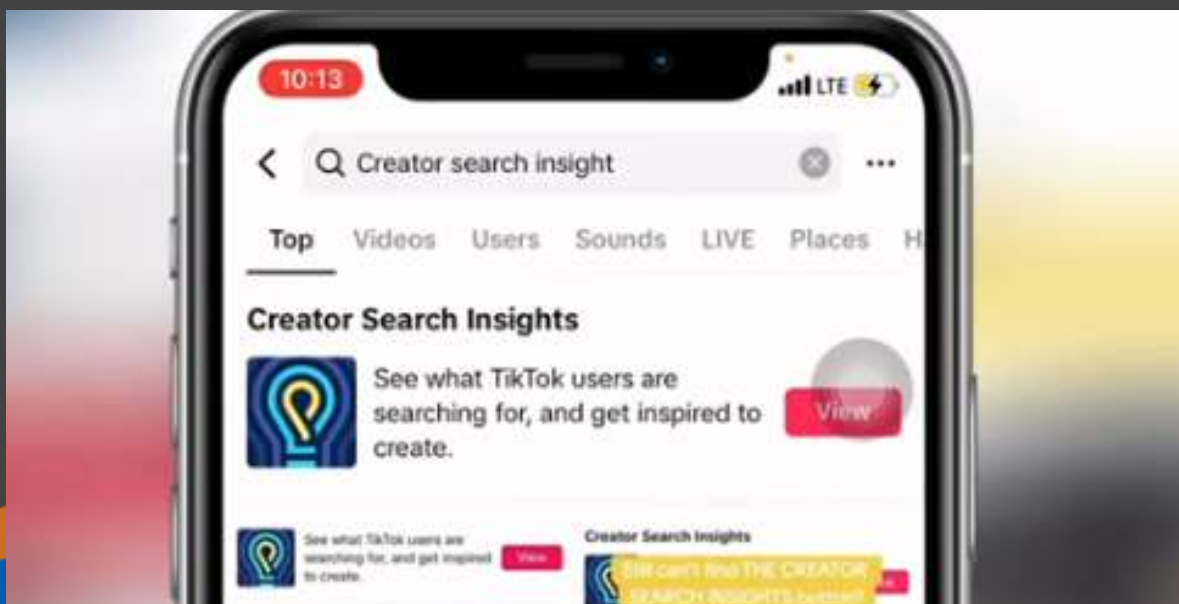
## Tip 53 Creator Search Insights

On TikTok search type in "Creator Search Insights." Then click on it and then click on Gap .

All the words that show up are a bunch of keywords in your niche that get searched "a lot" and have low competition.

These are great keywords to target and make videos about.

When you make the video include the hashtag #creatorsearchinsights





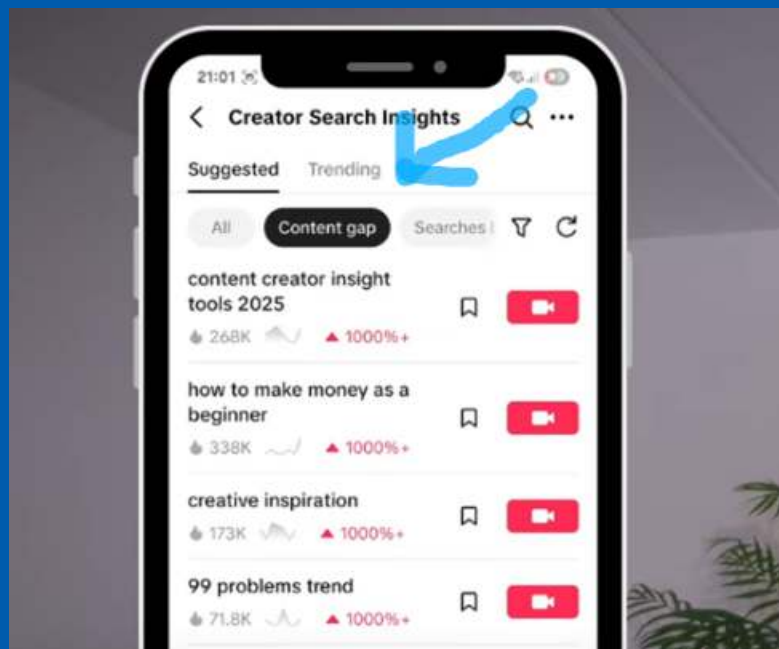
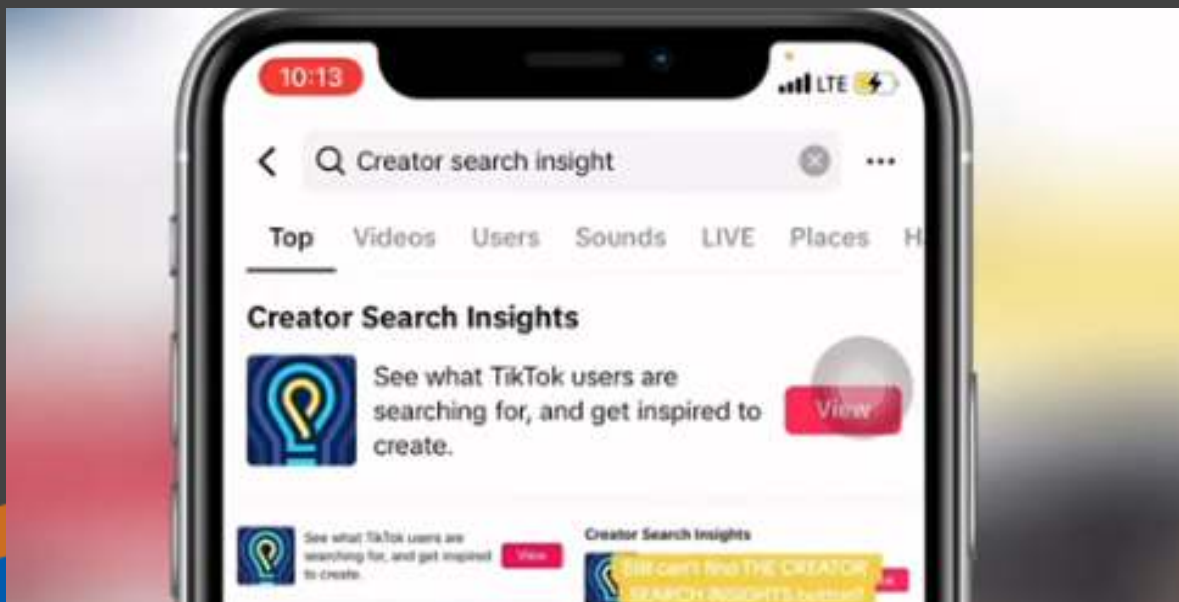
## Tip 53 Creator Search Insights

To rank put the keywords in the title. If your "GAP" keyword is "Beginner YouTube Tips," your title could be "5 Beginner YouTube Tips in 2025"

You could say the keywords outloud; TikTok analyzes sound for SEO.

Put keywords in the description. Put keywords in hashtags along with #creatorsearchinsights

Make content that matches the keyword intent - with a STRONG hook.



## Tip 54 Recycle Viral Videos

It would be criminal of me if I didn't mention this.

You could take a viral video - change a few things and then repost it for views.

This means you don't even have to record a video. Yes, you can do it - stitching is similar with Tiktok.

**There is software [HERE](#)**, that makes it even easier. Includes training too.

Of course you don't need it but let's be honest - it's cool. It's REALLY cool.

Plus, it can give you a boatload of traffic - without scripting and recording.

Heck, do it with your other videos to mix things up. Pump out double the videos or just do this.

Regardless, I have to mention **[this cool tool HERE](#)**, otherwise I would feel guilty.

## Tip 55 What to do Next?

I recommend getting a FREE guide that includes....

- Step-by-step instructions on crafting emails for maximum Conversion.
- Exactly how to get your emails opened.
- 5 Ways to keep your readers hooked.
- 5 Ways to sell a product or service that is completely unique and FUN.
- A ninja way to 7x your sales on social media.

Get this FREE guide by [clicking on the link HERE.](#)

# Thank You

If I can help in any way reach out at [kevin@trustthelink.com](mailto:kevin@trustthelink.com) or if your brave give me a call at 707-457-0067.