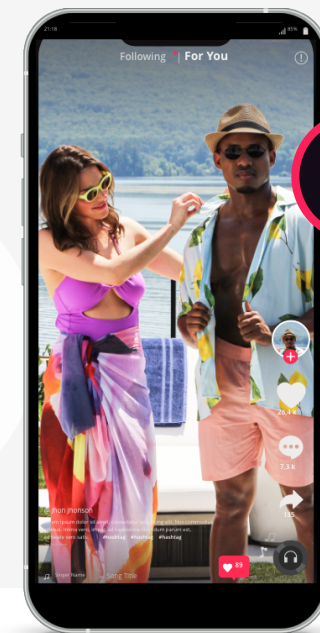


comment **sold**



Unleash Your TikTok Live Potential: Master Your First 10 Minutes to Shine Like a Star!

7-10 minutes

Highlight products unique to your shop.

Focus on products that make you stand out—products shoppers might not find easily. Have 2-3 products that are your signature products.

Offer a big first-time customer discount.

TikTok's algorithm will send new viewers your way. Convert them to customers by offering an enticing first-time customer discount!

0-2 minutes

Tailor your opening to new users

Introduce yourself, your business, and your passions. Give new viewers a glimpse of your brand's personality.

Educate users on the value you offer.

Incorporate these phrases in your intro:

- ☑ This is what you'll get.
- ☑ This is what you can buy.
- ☑ This is why you should buy from me.

2-4 minutes

Give users a quick product preview.

Quickly highlight products you plan to showcase in the live.

Let users know your price points.

As you show items, let users know what they'll pay. Use statements like:

- ☑ I have skirts from \$20-\$30 - here's two of my favorites.
- ☑ I have shoes starting at \$30 - aren't these perfect for summer?

4-7 minutes

Encourage purchases.

You'll need some purchases within the first 10 minutes of your live. Purchases trigger the TikTok algorithm which will keep sending users to your live as it sees TikTok making money.

Start with less expensive products.

Highlight products that fall between \$9.99 and \$15.99 to start.

Show an instant discount product.

Let viewers know about the discount with a statement like: "If you buy this dress in the next two minutes, you'll get 20% off!"