

# How to Make



# on TikTok

**THE  
LEAP**

We know how exhausting it can be to run your own mini-agency — not only are you the creative, but you're the talent, you're client services, you're production, you're legal, and you're definitely payroll. And, often, you're all that on top of a 9-to-5 or a couple other gigs. We want to help you make “full-time creator” happen with this guide to monetizing your TikTok, full of tips and tangible advice.

 **YOU KNOW THE STATS,  
BUT HERE THEY ARE ANYWAY**

- ✓ TikTok has over 1B monthly active users.
- ✓ They spend on average nearly 24 hours per month on the app.
- ✓ Globally, it was the most downloaded app of 2021.
- ✓ Users engage more and longer on TikTok than they do on other platforms.
- ✓ Sponsored videos reached over 10.3B users on TikTok, with an average of 508K views per video.

# We're Gonna Cover

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## 4-ish ways to make money on TikTok

 Join Creator Next

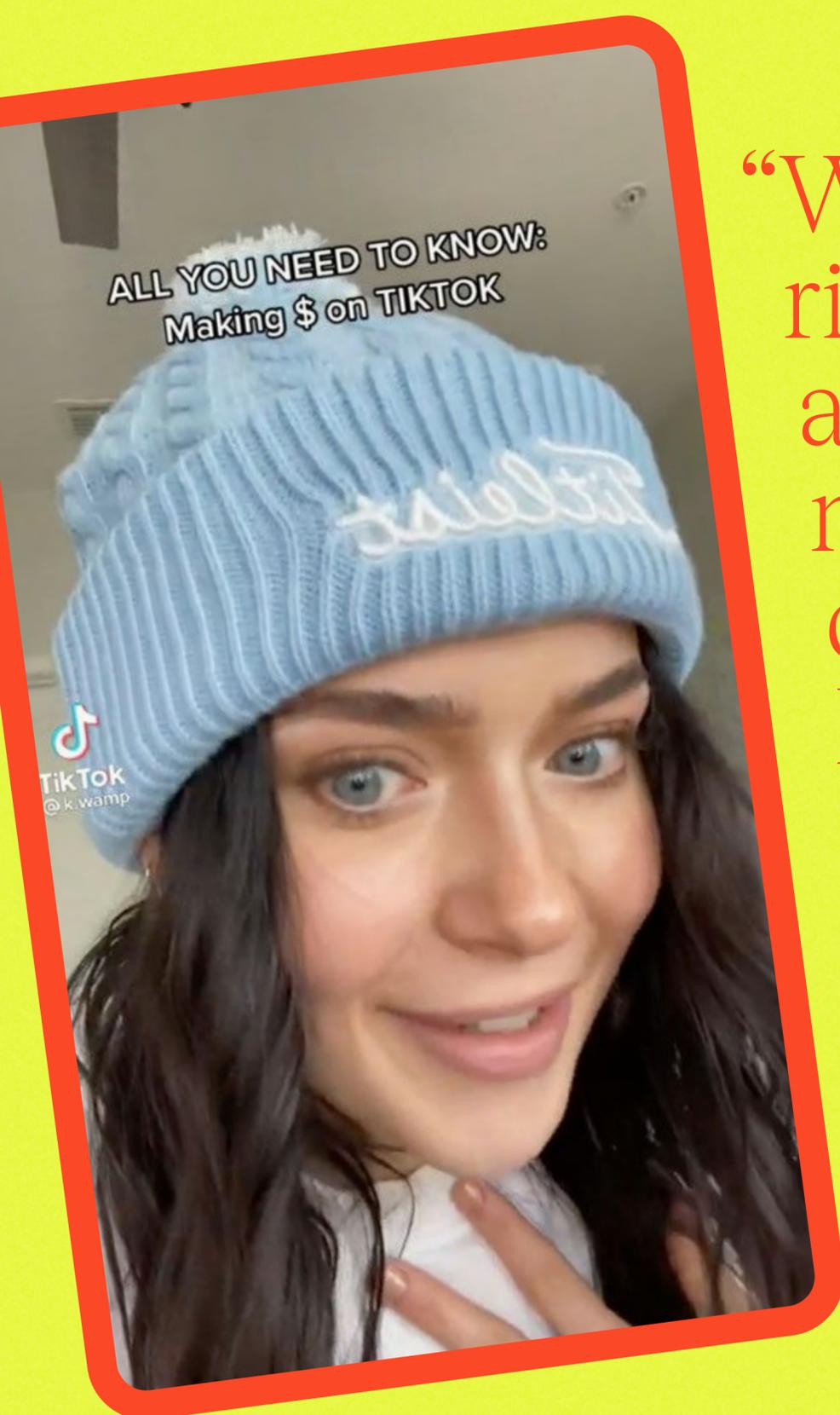
 Partner with a brand

 Sell digital products

 Promote songs

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# Who can make money on TikTok?



“With the right strategy, any loser can make money on TikTok — I know, because it’s me. I’m the loser.”

—KARISSA WAMPLER  
(@K.WAMP)

While creator, strategist, and self-improvement expert Karissa Wampler puts it a touch more bluntly than we would have, she’s not wrong. Anyone with an audience (of any size) can make money on TikTok.



# Influencer tiers

## BUT LIKE REALLY ANY SIZE?

Yes! Micro-influencers, for instance, have great engagement rates and tend to be hyper plugged in to their communities, giving brands access to a targeted and receptive audience. Micro-influencers also cost less than TikTok's biggest stars, making them great options for brands looking to get into influencer marketing or build a diversified program.

## WAIT WHAT'S A MICRO-INFLUENCER?

Though definitions can vary slightly, there are five categories of influencers. This is how we'll be defining them for this guide:

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Nano

100 – 10K  
FOLLOWERS

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Micro

10K – 100K  
FOLLOWERS

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Mid

100K – 500K  
FOLLOWERS

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Macro

500K – 1M  
FOLLOWERS

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Mega

1M+  
FOLLOWERS

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**MORE THAN** 75% OF BRAND MARKETERS INTEND TO DEDICATE

## A BUDGET TO INFLUENCER MARKETING IN 2022

THE INDUSTRY IS EXPECTED TO HIT

\$16.4B **IN 2022**

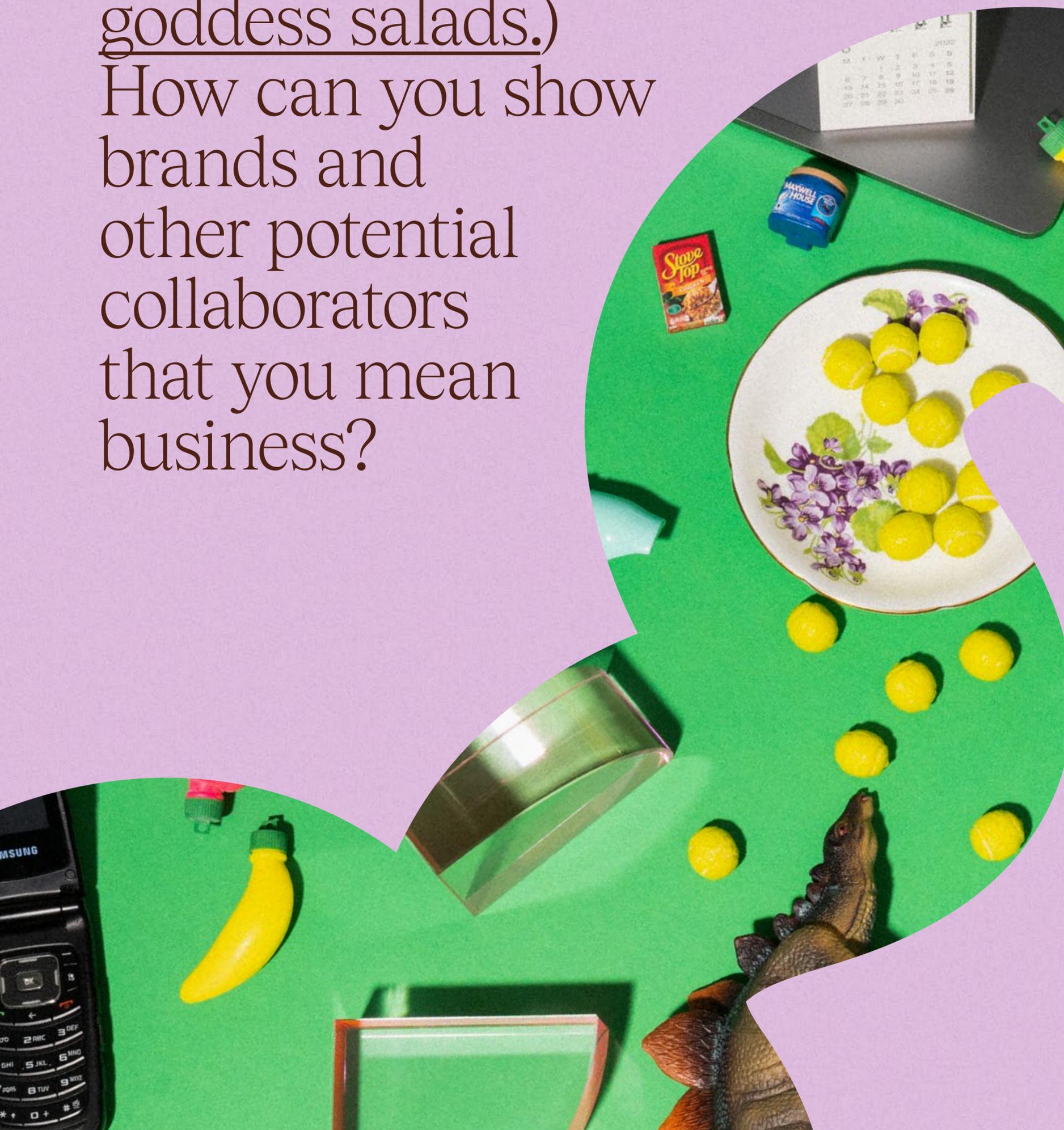
### WHO'S PAYING FOR ALL THIS?

Brands — delicious, delightful brands. More than 75% of brand marketers intend to dedicate a budget to influencer marketing in 2022, and the industry is expected to hit \$16.4B in the same year. That means bigger budgets, more collaborators, and better opportunities for creators like you.

# How to stand out

Every minute, TikTok users watch 167M videos. (That's a lot of green goddess salads.)

How can you show brands and other potential collaborators that you mean business?



# 🔥 Create quality content

We know you post authentic content that speaks to your community, who you engage with regularly. But are you thinking about your account like the small business that it is?

## CREATOR, KNOW THYSELF

More specifically, in order to make money on TikTok, you have to know:

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### Your Brand

Who are you and what's your niche? What gap in the market are you filling?

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### Your Audience

Who's on the receiving end when you're coming up with content? Who's your dream viewer or customer?

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### Your Goals

Do you want to snag a specific collab? Get up in that FYP? What are you trying to achieve?

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And then measure 🕒 measure 📏 measure 🔬.

After all, you can't improve what you haven't measured.

# ⚡ Make a media kit

You wanna sell your TikTok persona to brands, you gotta showcase your value, and a (short! easy! short!) media kit is a great way to do that.

Also called a press kit, a media kit contains compelling info about you as a business. It could be a page on your website or a nicely put together PDF, and it should help the reader — like an account director at your favorite brand — get to know you, your product, and your audience. There are lots of services, like [Canva](#) and [Visme](#), that offer free templates to help get you started.

## WHAT DO I PUT IN IT?

A media kit should give potential collaborators insight into what they can't see on your TikTok, so you'll want to include information about:

### YOU

Your niche, your reach across platforms, and your achievements. What have you done that sets you apart?

### YOUR AUDIENCE

This is all about your core follower demographics — age, gender, geography. Who's your target audience? What defines them?

### BRANDS YOU'VE WORKED WITH

Keep it simple with a list of logos, or dive deeper with case studies on past campaigns.

## 🤔 WHAT ABOUT RATES?

It's best to leave your rates off your media kit. It's a fine line — you don't want to price yourself out of a job when you would have been willing to adjust your services to fit a brand's budget, but you don't want to undercut yourself either. Hook them with a razzle-dazzle media kit first, then ask about their budget and vision for the project and adjust your rates accordingly. (Okay, cool, but how much do I charge?)

### Just some impressive influencer stats to jazz up your media kit:

- » Partnering with creators on TikTok boosts view-through rates for TikTok specific ads by 193%.
- » Nearly half of all TikTokers have purchased something after seeing it on the app. #TikTokMadeMeBuyIt.
- » TikTok users spent \$2.3 billion in 2021.

### Pro tip

While you may be eager to send out your media kit, avoid including an attachment in your first email to a brand because it can be marked as spam. Instead, share your kit when the brand asks for it, or offer it up after your first email exchange.

# 4-ish ways to make money on TikTok



There are oodles of ways to make money on TikTok for creators of all stripes, from built-in, app-sanctioned monetization features to out-of-the box stuff. Here are a few tried-and-true approaches to help you get that green.



# Join Creator Next



Launched in December 2021, Creator Next is a program meant to help TikTok creators make money as they grow their communities. The idea behind it is to reward you for doing what you're doing already: creating excellent content.

## WHAT DO YOU GET WITH CREATOR NEXT?

When you join Creator Next, you get access to all of TikTok's built-in features designed to make you money while you make content. Here's what comes with the program:

- » Creator Fund is a \$1B fund that rewards TikTok creators for their content. How much an individual can earn varies based on factors like views, engagement, and how often you post.

CREATOR FUND IS A

\$1B FUND

THAT TIKTOK USES TO PAY  
CREATORS FOR PRODUCING  
QUALITY VIDEOS

- » **Creator Marketplace** is a job board meant to facilitate collaboration between creators and brands. And it's a two-way platform, meaning brands can reach out to you via "direct invite" to collaborate, and you can search and apply to "open campaigns" that are relevant to your audience.
- » **Video Gifts** and **Live Gifts** are a way for creators to collect diamonds, part of TikTok's virtual currency. Viewers can send virtual gifts via the comments section of eligible videos by creators who have activated the features.
- » **Tips** allow viewers to send cash directly to their favorite creators (who've opted in) via Stripe (which means you need a Stripe account).

### HOW DO VIDEO AND LIVE GIFTS WORK?

1. Viewers purchase coins via their profile settings (they're under the balance tab).
2. Coins are used to send gifts. Like IRL, different gifts require different numbers of coins.
3. When you go live, audience members with enough coins can send gifts through the gift panel. They'll show up as stickers and animations on your video. (Let us channel your mom for a sec: Don't forget to say thanks!)

**BONUS!** TikTok awards Diamonds to creators based on the popularity of their videos, and one metric it uses to measure popularity is Gifts. More gifts equals more diamonds equals more cash.



# TikTok's Circular Economy

It's all about cash 🏠, coins 🌐, gifts 📦, and diamonds 💎.

TikTok users use real-world 🏠 to buy 🌐 in the app. Those 🌐 can then be exchanged for 📦 to send to creators like you. 📦 are converted into 💎, and 💎 can be exchanged for, sigh, that real-world 🏠 we mentioned 39 words ago.

## WHO IS ELIGIBLE FOR CREATOR NEXT?

The basic requirements for joining Creator Next are the same as those for all of TikTok's monetization features. (There are additional requirements to access some of the features outlined above.) To be eligible for Creator Next, you need:

- » To be located where the Creator Next feature is currently available.
- » To be 18 years of age or older (or 19 in South Korea and 20 in Japan).
- » A minimum number of followers and video views, depending on what feature you want to access and where you're located (but it's usually at least 10K followers and 100K views).
- » A minimum of three posts on TikTok in the last 30 days.
- » An account in good standing, which means following the app's community guidelines and terms of service.
- » To not have a business account — those aren't eligible for Creator Next.



### CAN'T CREATOR NEXT?

In markets where Creator Next hasn't rolled out yet, some of these features are available independently of the program. To see what's available to you, look under "Creator Tools."

SHOW ME THE 

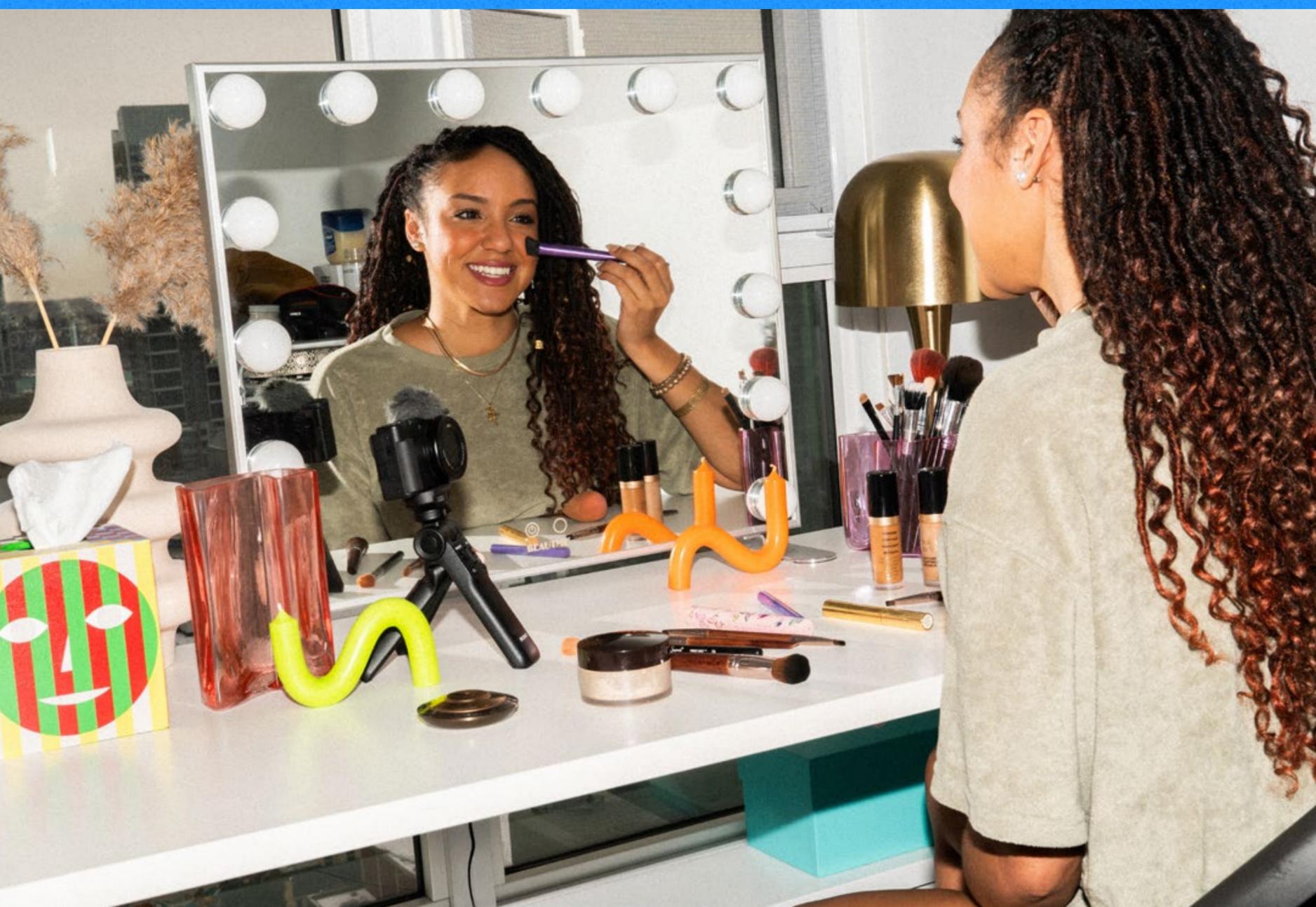
So how much can you make through Creator Next? It's hard to say because TikTok is keeping mum about payouts (creators aren't meant to talk about the Fund earnings). Based completely on hearsay, users are reporting around \$0.02-\$0.05 to \$0.10-\$0.15 per 1K views. Let's just say it isn't most creators' sole source of income.

# TikTok Pulse

TikTok Pulse is a new premium ad program with revenue-sharing — a first for the app — that launched in the U.S. in June 2022, with additional markets coming in the fall. Pulse is all about getting ads from great brands next to the platform's best videos. TikTok's keeping things very premium for the initial rollout, with the program exclusive to invited brands, creators with at least 100K followers, and the platform's top 4% of videos. Watch this space.

SHOW ME THE 

Ad revenue will be split 50/50  
between TikTok and the creator.





## Partner with a brand

The OG of making money as a creator, brand partnerships are still flying high with the influencer marketing industry expected to hit \$16.4B in 2022.

Okay, but I don't have 10 million followers (yet). You don't need them! (But yes, you will absolutely get them. We believe in you.) In the meantime, branded content is a great option as you grow your fanbase, even starting as a nano-influencer. Brands are increasingly interested in collaborating with creators with smaller audiences, given they usually have higher engagement rates and access to niche communities. (Targeted advertising, anyone?)

“Brands are increasingly interested in collaborating with creators with smaller audiences, given they usually have higher engagement rates and access to niche communities.”

## 🔴 INFLUENCER INFLATION

A lot of sources are still saying nano-influencers get or should get paid around \$25 per post. That's based on prehistoric (read: 2015) rates. Don't undervalue yourself. In 2021, the average was \$901!

## HOW DO I GET THEM DEALS?

Reach out to brands you love and industries you know (something! a little!) about. Look in your closet, your kitchen, your bathroom cabinet for inspo. Then start sending emails. Make sure to:

- » Introduce yourself.
- » Tell them what you love about their brands — be specific!
- » Share your media kit when brands ask for it.



## **SHOW YOUR WORK**

When approaching or responding to a brand, include a link to a similar video you've already made that you think would work for them. Make sure to include any analytic and engagement stats you have on it.

There are lots of ways to work with brands on social media, depending on how much time, effort, and money there is to spend, as well as the goals of the campaign. Some are remunerated with cash, and some with products.

 A brand could send you a gift — known as **product seeding** — in the hopes you mention it on social.

 A brand gives you a product that you then offer to your followers as a **giveaway**.

 You get paid to promote a brand or a product as a **shoutout**.

 **Whitelisting** is when you give a brand control over one of your posts or even your account, to post, run campaigns and promote its stuff using your handle.

 You can **take over** a brand's account and curate content for them.

 When you promote a product and earn a commission based on sales via your platform, that's **affiliate marketing**.

 **Sponsored content** is a bit of a catch-all term, but it refers to posts created for a brand (either by you or the brand) in which you feature.

 And finally, if you're in a long-term, usually exclusive relationship with a brand, you might be a **brand ambassador**.

## NOW FOR THE MONEY QUESTION. HOW MUCH SHOULD I CHARGE?

More than you think. Back in the day (like, last year) \$100 per 10K followers was the standard. Today, 4% of your overall following is a good starting point, but it's just that — a starting point. Use that as your base rate, and build from there, based on factors like how much effort they're expecting from you, who's retaining usage rights, and whether or not they're asking for any kind of exclusivity — remember, that's like asking you to give up potential income, so make 🙌 them 🙌 pay 🙌.

“If you are making content on social media, you are undercharging. Guaranteed.”

—TORI DUNLAP,  
[@HERFIRST100K](#)

### 🦠 VIRALITY CLAUSE

TikTok's a tricky beast — you never know what's going to pop. Consider adding a “virality clause” to your contracts to make sure you get compensated properly when you break the internet.



**SHOW ME THE** 

In the spirit of pay transparency, influencers are sharing what they earn. Here are a few to help you ballpark where you are, and where you want to be:

| <b>INFLUENCER</b>                       | <b>FOLLOWERS</b><br>(at time of disclosing rates) | <b>NICHE</b>                  | <b>RATES</b><br>(per video, unless otherwise specified) |
|---|---|-------------------------------|---|
| <a href="#"><u>@tess.barclay</u></a>    | 10K   | Work, productivity, lifestyle | <u>\$400</u>  |
| <a href="#"><u>@jalynbaiden</u></a>     | 13K   | Fashion and social media      | <u>\$1,000</u>  |
| <a href="#"><u>@itsmodernmillie</u></a> | 25K   | Influencer coaching           | <u>\$1,000</u>  |
| <a href="#"><u>@socialbyyemaya</u></a>  | 32K   | Social media coaching         | <u>\$1,000</u>  |
| <a href="#"><u>@lisettecalv</u></a>     | 40K   | Influencer coaching           | <u>\$1,200</u>  |
| <a href="#"><u>@thethriftguru</u></a>   | 200K  | Thrifting                     | <u>\$350-\$600</u>                                      |
| <a href="#"><u>@carolinafreixa</u></a>  | 200K  | Fashion and lifestyle         | <u>\$400-\$600</u>                                      |
| <a href="#"><u>@viluong</u></a>         | 1.1M  | Style and beauty              | <u>\$8,000-\$10,000</u>                                 |
| <a href="#"><u>@danahassonn</u></a>     | 1.5M  | Food and beauty               | <u>\$3,000-\$6,000</u>                                  |
| <a href="#"><u>@herfirst100K</u></a>    | 2.1M  | Personal finance              | <u>\$12,000</u>   |

## OKAY, BUT I STILL DON'T KNOW WHERE TO START

The Influencer Marketing Hub, a leading marketing resource and platform, has a handy-dandy TikTok Money Calculator that estimates an account's earnings based on its engagement and number of followers, though with the caveat that rates can vary wildly based on niche, country, brand affinity, and where your audience is located. Plug in your deets and see what it spits out.

## A TOTALLY NON-EXHAUSTIVE LIST OF BRANDS THAT WORK WITH INFLUENCERS ON THE RISE

- » Adidas
- » Sephora
- » Fenty Beauty
- » Bliss
- » Crocs
- » Skims
- » Dunkin'
- » Glossier
- » Drunk Elephant
- » Coca-Cola
- » Chamberlain
- » Coffee
- » LaCroix

## A BALANCED #SPONCON DIET

A little goes a long way with sponsored content. A good rule of thumb is one sponsored video for every four or six that are all you. Remember: That's who your followers are here to see. And don't forget the Branded Content toggle — use it early, use it often and err on the side of caution or get ready for a call-out.

**A random (but great) idea from a creator**  
“Why don't creators rent out space on their page for a period of time? If you post once a day on TikTok, you tell a brand that you're gonna feature their logo on every single post for the month. So if you're a smaller creator, you can charge a bigger fee to basically rent out space for the month.”

—@HAYDENCASHION, SHARING AN IDEA FROM @THEJACOBKELLY



# Sell digital products

A digital product is anything you can sell online that your customer can download instantly. Think website themes, online courses, e-books, CV templates, stock music, and downloadable prints. They're intangible, and they're invaluable: The digital media market is poised to reach \$331B in 2022.

## **WHY SELL DIGITAL PRODUCTS, YOU ASK?**

Well, there are plenty of compelling reasons. Firstly, creating and selling digital products require relatively little investment, as online tools are more affordable than renting a brick-and-mortar location or maintaining a physical inventory. And because you don't need to spend more money producing more units, you can expect higher returns than selling physical products, with a profit margin that improves over time.

Even better, selling digital products online allows you to avoid the logistics (shipping and supply chain issues be damned). Without the need to be constantly hands-on, you can make that extra money while spending most of your week at your 9-5 or other gigs.

👏 **OWN YOUR AUDIENCE**

Most importantly, selling digital products gives you autonomy — free from the restrictions of specific social media platforms and their ever-changing, stress-inducing algorithms (Instagram, we're looking at you).

With digital products, creators can have full control over their content, own the relationship with their community, and be able to decide how they monetize their work. Three cheers for creator independence!



## 💡 DIGITAL PRODUCT IDEAS TO GET YOU STARTED

### TEMPLATES

These can range from Excel and resume templates, to pre-designed wedding invitations and journal pages.

### E-BOOKS

Writing and selling an e-book allows you to teach others something you're knowledgeable about, without having to deal with the traditional publishing process.

### ONLINE COURSES

Another great way to share your expertise with the world is by creating an online course. Whether you're trained in guitar or passionate about baking, you can serve a community of people eager to learn something new.

### SUBSCRIPTIONS AND MEMBERSHIPS

Whether you're a writer, illustrator or podcaster, you can sell online memberships or subscription-based access to your work. People can pay a one-time or recurring fee — based on different membership tiers or subscription plans — to unlock exclusive content.

### STOCK MUSIC

The audio equivalent of stock photography, stock music and beat samples can be of interest for YouTubers or filmmakers looking for sounds to complete their work.

### DOWNLOADABLE PRINTS

From posters to greeting cards, you can turn your art into digital files and sell them.

## I HAVE A COOL DIGITAL PRODUCT. HOW DO I SELL IT?

For creators looking to quickly set up an all-in-one, mobile-optimized tool, creator stores like [stan.store](#) and [Gumroad](#) are fast becoming favorites. On top of being intuitive and customizable, some of these platforms combine calendar bookings, email lists, audience analytics, and more in one place. To advertise, simply share your store link in your TikTok bio.

“It’s the #1 way to monetize any social media platform in 2022. Everyone either is or is planning to sell digital products or services online.”

— [@STYLASOCIALS](#)

## WHAT IF I’M LOOKING TO SELL COURSES OR BUILD A COMMUNITY?

Good question. Online learning products created using platforms like [Thinkific](#) enable you to turn your knowledge into impactful educational content, and to grow your community.

Thinkific is a dedicated platform for creating, marketing, and selling [online courses](#) and [membership sites](#) that comes with a huge selection of formats for your teaching materials and super-detailed analytics. With its thoughtful [Community feature](#), you can also build your own branded community that connects seamlessly with your course, where you and your audience can interact and collaborate socially.



## **BENEFITS OF SELLING ONLINE COURSES**

Repeat after us: passive income. Once you've done the initial work of building a syllabus and creating content for each lesson (which doesn't cost much to produce), your online course can keep generating revenue as new students sign up. Without time and geographical restrictions, you can scale your business by selling your course globally.

More than that, a well-thought-out digital course can have a positive impact on students' learning. From yoga to photography, you can share your knowledge on any topic you're passionate about with the world — and make money while you're at it.

The demand for online courses has accelerated rapidly due to the pandemic, and it's continuing to grow with more businesses — and customers — shifting online. Need further convincing? The online education market is projected to grow by \$121B from 2021 to 2025. Now might just be the perfect time to take that leap to becoming a course creator.



## **READY TO CREATE YOUR FIRST COURSE?**

Lucky for you, Thinkific offers a very meta, easy-to-follow course that teaches you the basics of building effective and engaging course content (and it's free!).

# 🎵 Promote songs

Marketers pay influencers to promote songs, and you don't need 10M followers to cash in. Because the price point for a mega influencer can be very high — and you never know what's gonna pop on TikTok — a lot of labels are taking a spread-the-wealth approach: Instead of paying one mega star one mega paycheck (the top 30 creators might earn as much as \$50,000 to promote a song), they'll pay a few micro-influencers smaller sums and hope their videos get the mega views.

SHOW ME THE



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|                  |              |
|------------------|--------------|
| Nano Influencers | \$20 – \$150 |
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|                      |              |
|----------------------|--------------|
| Mid-tier Influencers | around \$200 |
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|                   |                |
|-------------------|----------------|
| Macro Influencers | around \$1,000 |
|-------------------|----------------|

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|                  |                |
|------------------|----------------|
| Mega Influencers | \$1,500 and up |
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## OK. WHO DO I TALK TO?

Firms like [PlaylistPush](#), [Songfluencer](#) and [Breakr](#) connect creators with musicians and labels — or just slide straight into your favorite artist's DMs with your pitch.



# Sponsored challenges

Platforms like Pearpop and Preffy are opening the game up to creators with a following of any size. Users get paid on a sliding scale for participating in music challenges, and views and likes determine the scale, not followers.





# Wrapping up

It's a weird, wide, wonderful Tik Tok world out there, and you can absolutely make money off it. Use this guide as a toolbox, and pick and choose what makes sense for you. Then try the rest of it — it's Tik Tok, you never know what's gonna hit until, boom, you're sitting in your car rapping with a mouth full of Jif.





# About THE LEAP

The Leap is lots of stuff — a publication, newsletter, TikTok channel, a community. As a go-to hub for making it as a creator, The Leap's mission is to give every creator the opportunity for freedom, fulfillment, and stability in the creator economy. From how to monetize your audience to tips for preventing burnout, The Leap brings together advice from full-time creators who have been there.

Sign up to [The Leap newsletter](#).

