

How To Make Money on TikTok

THE SKY'S THE LIMIT WHEN
IT COMES TO MAKING
MONEY ON TIKTOK. HERE'S
HOW TO GET STARTED!

THE
& LEAP



Welcome to the TikTok era. Today, the social media platform drives the zeitgeist (music, fashion, and food trends, just to name a few) and the market. In the last few years, the creator economy has exploded in growth and TikTok is leading the charge, becoming a viable source of income for creators of all tiers and niches. Some are even turning their TikTok side hustle into a full-fledged business empire. It's TikTok creators' world, we're just living in it.

With billions of dollars on the table, there's no time like the present to jumpstart your career as a TikTok creator.

YOU KNOW THE STATS, BUT HERE THEY ARE ANYWAY

- TikTok has over 1.5B monthly active users.
- They spend on average nearly 28 hours per month on the app.
- Globally, it was the most downloaded app of 2022.
- Users engage more and longer on TikTok than they do on other platforms.
- Jumping ahead of Instagram, TikTok is now the most popular influencer marketing channel, used by 56% of brands that do influencer marketing.

We're Gonna Cover

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(+ Join the TikTok Creative Challenge)

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Who can make money on TikTok?

Unless you've been living under a digital rock, you've probably heard of TikTok royalty like Charli D'Amelio and Khaby Lame, who have millions of followers and rake in millions in cash. Making those kinds of numbers might seem like a pipe dream, but did you know that anyone with an audience (of any size) can make money on TikTok?

BUT, LIKE, REALLY ANY SIZE?

Yes! Micro-influencers, for instance, have great engagement rates, and tend to be hyper-plugged into 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.

WHAT'S A MICRO-INFLUENCER?

It depends on how many followers you have. Though definitions can vary slightly, generally speaking, there are five categories of influencers. This is how we'll be defining them for this guide:

- **Nano:** 0K–10K followers
- **Micro:** 10K–100K followers
- **Mid:** 100K–500K followers
- **Macro:** 500K–1M followers
- **Mega:** 1M+ followers

So, who's paying for all this? 💵

The dough creators earn from TikTok isn't being doled out by just one source. Rather, creators are earning from a number of them, including:

Brands, of course. Brand partnerships and affiliate programs have long been the bread and butter of the creator economy. More than 67% of brand marketers intend to increase their influencer marketing budget in 2024, and the industry is expected to hit \$22.3B in the same year. That means bigger budgets, more collaborators, and better opportunities for creators like you.

TikTok, itself. The platform we know and love has a number of monetization tools, like the Creativity Program, Creative Challenge, and Effect Creator Rewards, as well as its Live Gifts and Series features, that all pay creators from TikTok's (deep) pockets. The Effect Creator Rewards program, alone, is worth \$6M.

Your audience, too! TikTok users spent a record \$6B in 2022. And creators are taking note, harnessing the spending power of their following and taking ownership of their monetization in the process. This includes selling their own digital products, from templates to online courses, or physical merch.

How much money can you make on TikTok?

The truth is there's no one-size-fits-all answer to how much money you can make as a TikTok creator. But that also means that the sky's the limit! Even as a micro-influencer, you can earn a decent living through TikTok. It all depends on how much effort and intentionality you want to put into it.

HOW CAN I MAX OUT MY TIKTOK REVENUE?

Creators' TikTok revenue can vary widely depending on a variety of factors. If you really want to maximize your income, you'll want to focus on boosting the following metrics:

- 📈 Followers
- 📈 Engagement
- 📈 Revenue streams

It almost goes without saying that creators with higher follower counts and engagement rates make more money. That's because creators can leverage these valuable numbers to negotiate higher payouts from brand partnerships. More followers also means more potential buyers for your digital products, merch, affiliate products, and more. And, of course, the more streams of income you're able to harness, the more you'll be able to rake in.

More engagement equals more followers – and vice versa. Garnering views, likes, and comments by creating quality content will boost your videos’ chances of ending up on the For You page (essentially, the TikTok holy grail.) Getting that kind of visibility can earn you more followers who will, in turn, engage more with your content. So, focus on creating the best content you can — and the engagement, followers, and cash will follow.





9 ways to make money on TikTok

There are tons of ways to make money on TikTok for creators of all stripes, from built-in, app-sanctioned monetization features to more out-of-the box methods. Here, we've broken down all the tried-and-true ways to earn that TikTok green.

✨ Join the TikTok Creativity Program

In 2023, TikTok responded to creators' concerns about its original (and now discontinued) Creator Fund's low payouts by launching a brand new monetization tool called the Creativity Program. According to TikTok, the tool was developed to “generate higher revenue potential” for creators. In other words, the Creativity Program promises to reward creators (a lot) more money than its predecessor.

SO, HOW MUCH MORE 💰?

As usual, TikTok is keeping mum on the exact dollar amounts of its Creativity Program payouts. However, recently, TikTok has claimed that, through the Creativity Program, creators can earn 20 times the amount of money they were making through the original Creator Fund.

On top of that, a number of creators have gone on record with numbers that are much (much!) higher than the Creator Fund. We're talking payouts ranging from \$0.50 to \$1 per thousand views. Some creators have even reported making up to \$19,000 in the span of four months. Of course, these are still the early days of the Creativity Program, so be sure to keep an eye out for reports as they continue to trickle in. So far, though, the numbers are looking (more than) promising!

HOW CAN I JOIN THE CREATIVITY PROGRAM?

The basic requirements for joining the program are similar to those of the rest of TikTok's monetization features. To be eligible for the Creativity Program, you'll need to:

- » Be at least 18 years of age (or adhere to local age requirement)
- » Reside in a region where the TikTok Creativity Program is available
- » Have at least 10,000 followers
- » Have at least 100,000 views in the last 30 days
- » Have a personal account in good standing (Business accounts aren't accepted)
- » Abide by TikTok's [Terms of Service](#) and [Community Guidelines](#)

Can't join yet?

The Creativity Program is currently available to TikTok users in a limited number of countries, including the U.S., Brazil, France, Germany, Japan, Korea, and the U.K. That being said, TikTok plans to bring the program to more regions in the near future. Check the TikTok [community blog](#) or swipe on over to your Creator Tools page to stay updated.

Go LIVE

Did you know you can earn money by going live? TikTok's LIVE Gifts feature lets creators earn diamonds, part of the platform's virtual currency that can be exchanged for IRL cash. Simply sign up, go live, and watch the diamonds — and dollars — roll in. Sound too good to be true? According to reports, TikTok users sent over \$250M in LIVE Gifts in Q3 2023 alone. That's a lot of gifts — and cash!

HOW DO LIVE GIFTS WORK, EXACTLY?

LIVE Gifts allows creators to earn money through TikTok's internal virtual economy, which is all about cash 💵, coins 🪙, gifts 📺, and diamonds 💎. Let's break it down.

1. Viewers use real-world 💵 to buy 🪙 in the app.
2. Those 🪙 can then be exchanged for 📺. Viewers can send Gifts to creators during LIVE videos via the comment section.
3. 📺 are converted into 💎. TikTok awards Diamonds to creators based on the popularity of their videos, and one metric they use to measure popularity is Gifts.
4. 💎 can be exchanged for that real-world 💵 we mentioned in Step 1. Essentially, more Gifts equals more Diamonds equals more cash.

WHO IS ELIGIBLE FOR LIVE GIFTS?

Want to monetize your LIVE videos with Gifts?

To be eligible to collect Diamonds through LIVE Gifts, you need to:

- » Live in a location where LIVE Gifts are available
- » Be at least 18 years of age
(or adhere to local age requirement)
- » Have at least 1,000 followers
- » Have an account that is in good standing and adheres to TikTok's Terms of Service and Community Guidelines





Partner with brands


The OG moneymaker for creators everywhere, brand partnerships are still flying high with the influencer marketing industry expected to hit \$22.3B in 2024. What's more is that social media ads — specifically, short-form videos — are predicted to generate more revenue than any other platform by 2024.

WHAT DO BRAND DEALS LOOK LIKE?


There are lots of ways brands and creators can partner with each other, 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**.

💰 HOW DO I GET THOSE BRAND DEALS?

If you wanna sell your TikTok persona to brands, then you've 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.

📁 SO, WHAT DO I PUT IN MY MEDIA KIT?

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 of 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 adjust your rates accordingly.

👍 OKAY, COOL. BUT 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 the brand is 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 🙌.

🚀 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 2023, the average was \$1,205!

🦠 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, many TikTok creators are sharing how much they earn from brand deals. Here are a few numbers to help you ballpark where you’re at — and where you want to be:

INFLUENCER	FOLLOWERS (at time of disclosing rates)	NICHE	RATES (per video, unless otherwise specified)
<u>@jalynbaiden</u>	20K	Fashion and social media	<u>\$1,000</u>
<u>@itsmodernmillie</u>	25K	Influencer coaching	<u>\$1,000</u>
<u>@socialbyyemaya</u>	32K	Social media coaching	<u>\$1,000</u>
<u>@lisettecalv</u>	40K	Influencer coaching	<u>\$1,200</u>
<u>@thethriftguru</u>	200K	Thrifting	<u>\$350–\$600</u>
<u>@tejashullur</u>	594K	Creator economy	<u>\$3,000+</u>
<u>@viluong</u>	1.1M	Style and beauty	<u>\$8,000–\$10,000</u>
<u>@thelegacyinvestingshow</u>	2.4M	Investing	<u>\$600</u>
<u>@alexojeda</u>	8.3M	Travel	<u>\$20,000+</u>

Okay, but I still don't know where to start 🙋

Luckily, we have a handy-dandy [TikTok Money Calculator](#) that estimates your earnings based on your engagement and number of followers. (Though, take note of 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!





Sell merch

Sports teams sell jerseys and rock bands sell T-shirts. Now, creators are getting in on the merch game, too. Selling merch is a great way to monetize and engage your audience, all in one fell swoop. When your followers buy these pieces of physical merchandise, they're showing their support and supporting you monetarily. It's a major win-win.

SO, WHAT CAN I SELL?

From T-shirts to coffee mugs, merch comes in many, many forms. Basically, if you can stick your branding on it, it's merch! Here are some of the most popular forms of merch:

- » T-Shirts and apparel
- » Baseball hats, socks, and accessories
- » Tote bags
- » Mugs and water bottles
- » Pins
- » Stickers
- » Phone cases

GREAT. NOW HOW DO I SELL IT?

Today, the sheer number of print-on-demand (POD) services widely available makes selling merch easier than ever. Simply design your logo and the POD company will take care of printing and shipping it off. No need to keep an inventory or deal with pesky shipping logistics. Easy peasy.

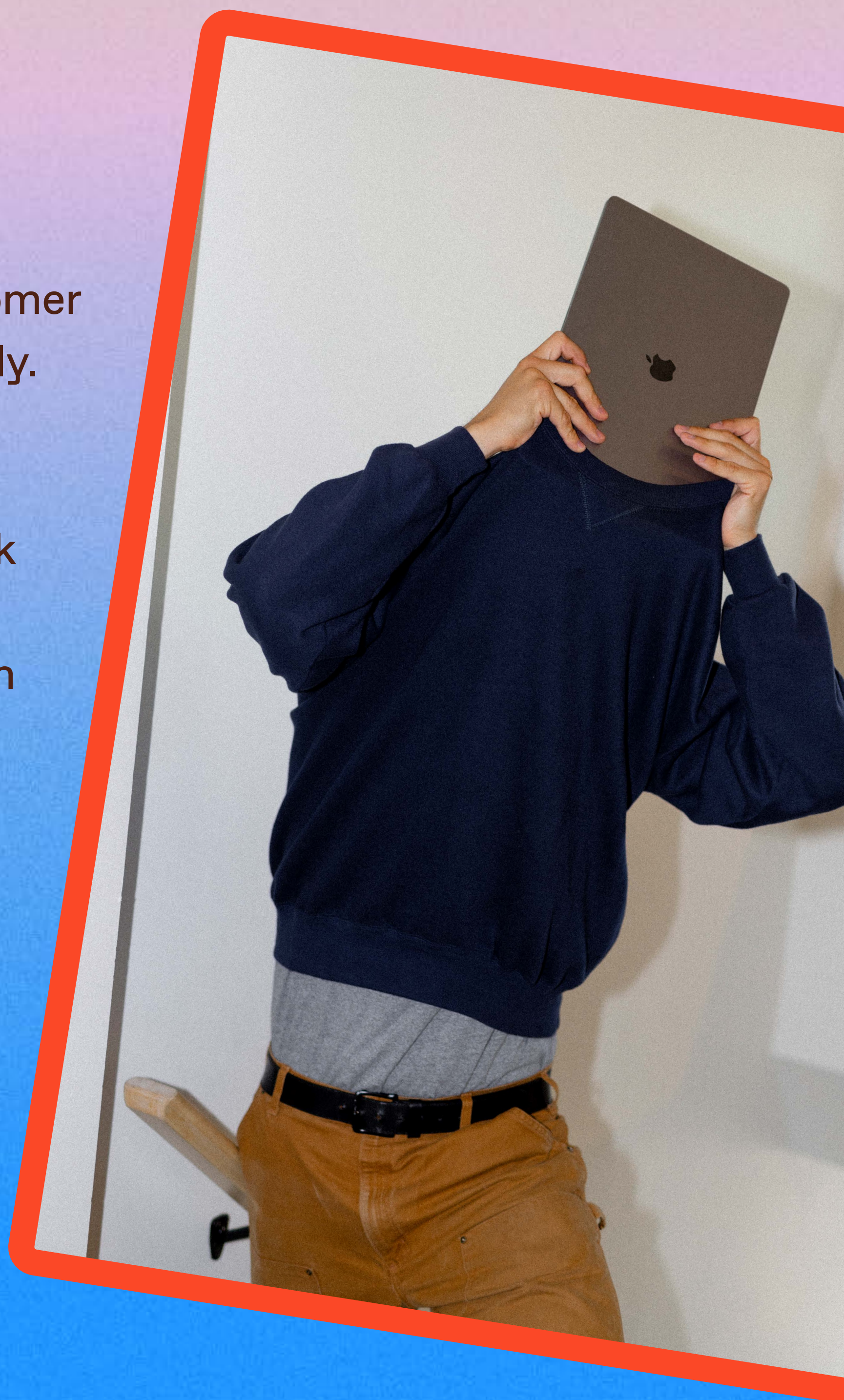


Sell digital products

Digital products are some of the hottest commodities on today's market. And selling them is fast becoming one of the most popular — and profitable — ways for creators to earn a living. Sounds too good to be true? Just check out the stats: the digital media market is poised to reach \$560B in 2024. That's a massive pie! And it's one you'll definitely want a slice of.

📱 WHAT IS A DIGITAL PRODUCT, YOU ASK?

A digital product is anything you can sell online that your customer can download instantly. Think online courses, ebooks, templates, website themes, stock music, downloadable prints, and, heck, even knitting patterns. Basically, if you can dream it and download it, it's a digital product.





SO, WHY SHOULD I SELL DIGITAL PRODUCTS?

Well, there are plenty of compelling reasons.
Let's count them up:

1. Creating and selling digital products requires relatively little investment, as online tools are more affordable than renting a brick-and-mortar store or maintaining a physical inventory.
2. Digital products only need to be produced once. From there, customers can download copies ad infinitum. Because you don't need to spend more money (or time!) producing more units, you can expect higher returns than selling physical products, with a profit margin that improves over time.
3. Selling digital products allows you to avoid the hassle of logistics (shipping and supply chain issues be damned).

Bottom line? Digital products are a powerful source of passive income (which is the best kind, if you ask us). Without the need to be constantly hands-on, you can rake it in while doing the things you really want to do, like taking some hard-earned R&R. Because who says you need to hustle all the time?

Own your audience

Most importantly, selling digital products gives you autonomy — freedom 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 decide how they monetize their work. Let's hear it for creator independence!

DIGITAL PRODUCT IDEAS TO GET YOU STARTED

There's a whole world of digital products out there. Here are just a few examples to get the (digital) gears turning.

» **Templates**

There's a template for everything. These can range from Excel and resume templates, to pre-designed wedding invitations and journal pages, and much, much more.

» **Ebooks**

Monetize your expertise on your own terms. Writing and selling an ebook allows you to share your knowledge with others without having to go the traditional publishing route.

» **Online courses**

Mini-courses and fully fledged online courses allow you to transform your knowledge and expertise into something you can sell over and over. Are you trained in guitar? Perhaps you're passionate about baking. Regardless of your skillset, you can teach a community of people who are eager to learn something new and earn a chunk of change in the process.

» **Subscriptions and memberships**

You probably subscribe to a streaming service or two. Why not take a page from their playbook? Whether you're an illustrator or podcaster, you can sell online memberships or subscription-based access to your work. Your customers pay a one-time or recurring fee to unlock exclusive content and, in turn, you unlock a new stream of income.

» **Stock music**

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

» **Downloadable prints**

You can also turn your art into digital files and sell them. Think posters, greeting cards, and beyond.

I WANT TO CREATE A DIGITAL PRODUCT! WHERE DO I START?

Look no further than The Leap, an AI-powered digital product builder designed to help you bring your digital product ideas to life in minutes.

This versatile, easy-to-use tool enables you to create mini-courses, tutorials, guides, and more with a similar look and feel as TikTok content, making learning fun and engaging.

Try The Leap to build your own digital products — it's free! 🤖

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

To start selling digital products, first, you'll need to set up your online store. Lucky for you, The Leap works as both a digital product builder and a link-in-bio storefront tool, allowing you to create and sell your digital products all from one place.

Once you've finished building your mini-course (or guide, or tutorial), The Leap will instantly generate a sales page for you to start selling it. Easy peasy!

If you've got an existing digital product (say a Canva template or an ebook), you can also add it to your Leap storefront by simply pasting a link to wherever your product is hosted. 😊 Launch your storefront and start selling on The Leap today.

PROMOTE YOUR DIGITAL PRODUCTS ON TIKTOK

So, you've set up your online storefront. Now you need the (digital) foot traffic. Luckily, there's TikTok for that.

Let your followers know about your products by promoting them in your content. Drop a mention during a LIVE session. Describe all their cool features in an in-depth video. Work them into a fun little sketch.

However you decide to promote your digital products, do it in a way that gets your followers excited and willing to check them out. Don't forget to add your product links to your videos' descriptions and, while you're at it, a link to your storefront to your TikTok bio.



Create UGC (+ Join the TikTok Creative Challenge)

User-generated content (UGC) is a great way for TikTok users to monetize their content creation skills, whether they have a big or small following. Brands looking to work with a UGC creator aren't interested in their audience, but rather their ability to create engaging, high-quality content that feels organic.

WHAT IS A UGC CREATOR EXACTLY?

A UGC creator gets paid by brands to create TikTok videos that capture the authentic look and feel of true user-generated content. The difference between being a brand partner and a UGC creator is that the content is posted to the brand's own TikTok account, rather than the creator's profile.

WHERE CAN I FIND GIGS AS A UGC CREATOR?

To find UGC opportunities, check out these platforms:

- » July
- » Trend
- » Insense
- » Influee
- » TRIBE
- » UGC shop

TikTok has also quietly launched its own UGC program called the Creative Challenge. The program pays creators to make ads for brands and, allegedly, the payouts are pretty impressive. The Creative Challenge remains top secret and is currently in beta testing, but we suggest keeping an ear to the ground for an official launch announcement from TikTok in the near future.



🤔 GET IN ON TIKTOK'S UGC PROGRAM

In early 2023, TikTok quietly launched its own UGC program called the Creative Challenge. The program is a new in-app monetization feature that lets creators submit video ads to brand challenges, and receive rewards based on their videos' performance.

In a nutshell, the Creative Challenge pays creators to create ads for brands on TikTok. And, allegedly, the payouts are pretty impressive.

😲 HOW IMPRESSIVE, EXACTLY?

Reports have placed the Creative Challenge's payouts in the tens of thousands, with creators allegedly earning anywhere from \$22,000 to \$34,000 per month through the program. That's a lot of dough!

HOW CAN I JOIN THE TIKTOK CREATIVE CHALLENGE?

To be eligible for this program, you must:

- » Be at least 18 years old
- » Have a U.S.-based account
- » Have a minimum of 50,000 followers
- » Agree to abide by TikTok's Community Guidelines for content

If you meet these eligibility criteria, then you can enroll in the Creative Challenge today.

💪 Trust the process

Creating UGC can be incredibly lucrative. But it's “not a get rich quick scheme,” according to UGC creator Charlene Izere. Your success as a UGC creator is directly linked to the quality of content you create. So you'll need to take time to build your photography, video, script writing, and editing skills before making it big.





Become an affiliate

As an affiliate marketer, you can make money by promoting the products and brands you love. Sounds like a pretty sweet deal, right? Creators can recommend products through their TikTok videos using a unique affiliate link or promo code. For each purchase, the creator earns a percentage in commission from the sale.

NEAT! HOW DO I BECOME AN AFFILIATE MARKETER?

Today, tons of brands understand the power of affiliate marketing and have created programs available to creators of all kinds. The first step in becoming an affiliate is doing a little research into the affiliate programs within your niche. Next, it's time to sign up for them.

😲 Did you know TikTok has its own affiliate program?

TikTok's affiliate program allows you to earn money without even leaving the app. As a creator, you can browse through the platform's marketplace of over 10,000 products, request samples from brands, and recommend your favorite products in your videos and livestreams. Then, reap the (monetary) rewards through PayPal or Zelle. [Learn more.](#)



Create a Series

You don't need a Netflix deal to create a bankable series. It turns out that all you need is the TikTok app and a dedicated following.

In 2023, TikTok launched a new monetization tool called Series. The new feature allows creators to share exclusive, premium content with their audience – and make bank in the process.



ALRIGHT, HOW DOES IT WORK?

In short, Series allows creators to put collections of videos behind a paywall and charge viewers for access to them.

Also of note: Series allows you to upload videos up to 20 minutes in length – twice as long as the maximum length of your regular TikTok content. And a single Series can include up to 80 videos. So get your (phone) cameras rolling.

SHOW ME THE 💰

How much can creators charge for their Series content? TikTok creators can set their rates anywhere between \$0.99 and \$189.99, and fans can purchase access to a Series through in-video links or via a creator's profile.

For now, TikTok lets creators pocket all their Series revenue save for processing and app store fees, which amount to a nearly 30% cut.

Just how much do creators stand to make through Series? Well, it depends on their following. It almost goes without saying that those with a more engaged (read: diehard) following stand to make the most of this monetization tool.

WANT TO CREATE A SERIES?

At the moment, Series is only available to creators in select regions who meet TikTok's eligibility requirements. These include:

- » Be at least 18 years old
- » Have had a TikTok account for at least 30 days
- » Have at least 10,000 followers
- » Have received 1,000 views or more in the last month
- » Have posted three public posts or more in the last month
- » Have posted only original content
- » Have a public Personal Account (Business Accounts, or political and private accounts aren't accepted)
- » Have an account in good standing and follow TikTok's Community Guidelines

Meet the above criteria? Great! Then you're ready to join Series on the TikTok app. Here's how:

1. Tap **Profile** at the bottom of the TikTok app.
2. Tap the **Menu** (≡) button at the top.
3. Select **Creator center**.
4. Tap **Series** to sign up.

🪄 Apply for the TikTok Effect Creator Rewards

Want your slice of TikTok's \$6M pie? Then you'll want to get in on the platform's Effect Creator Rewards. As its name suggests, this new monetization program allows creators to earn money developing innovative, viral-worthy AR effects and filters that keep the app's content on the cutting edge.

If you've ever used TikTok's Effect House tools to create and publish special effects for your fellow creators, then this is the fund you'll want to keep an eye on.

💰 COOL! HOW MUCH CAN I MAKE?

TikTok's Effect Creator Rewards remunerate creators based on their effects' performance, with popular, viral effects earning the most money.

Here's how it works:

- » If your effect gets 500,000 unique video publishes in the first 90 days, you'll earn \$700.
- » Afterwards, but still within the same 90-day period, you'll earn \$140 for each additional 100,000 unique video publishes.

In other words, to start raking it in, your effect needs to become really popular really quickly. Once it does however, you stand to earn a lot: potentially up to \$14,000 from a single effect if it reaches 10 million unique publishes.

✔ SIGN ME UP!

Just like the platform's other monetization tools, there are a few eligibility criteria users must meet before they're able to start earning with TikTok's Effect Creator Rewards. To join, you must be:

- » At least 18 years old
- » Based in the U.S., U.K., France, Germany, Spain, or Italy
- » Have at least 500,000 videos published with your effects
- » Have your tax and payment methods set up

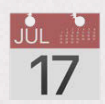




Wrapping up

The world of TikTok is weird, wide, and wonderful (that's what we love about it.) And If you approach it strategically and with intention, you can absolutely make money from it. As you continue on your journey, think of this guide as your toolbox and keep the following top of mind:

Keep it 100: Say it after us: “high-quality content.” TikTok users are more likely to engage with valuable content. That's to say, videos that teach them something new in a fun way. Creating quality content doesn't mean you need to use fancy equipment. Instead, focus on crafting strong hooks and knowing your audience's needs.



Be consistent: The algorithm rewards consistency — and so does your audience. Sticking to a regular posting schedule increases your chances of appearing on the For You page, all while keeping your followers engaged and eager for more content.



Optimize, optimize, optimize: SEO isn't just for bloggers. Harness the power of SEO in your TikTok captions to boost your visibility on the app — and catapult your videos to the For You page.

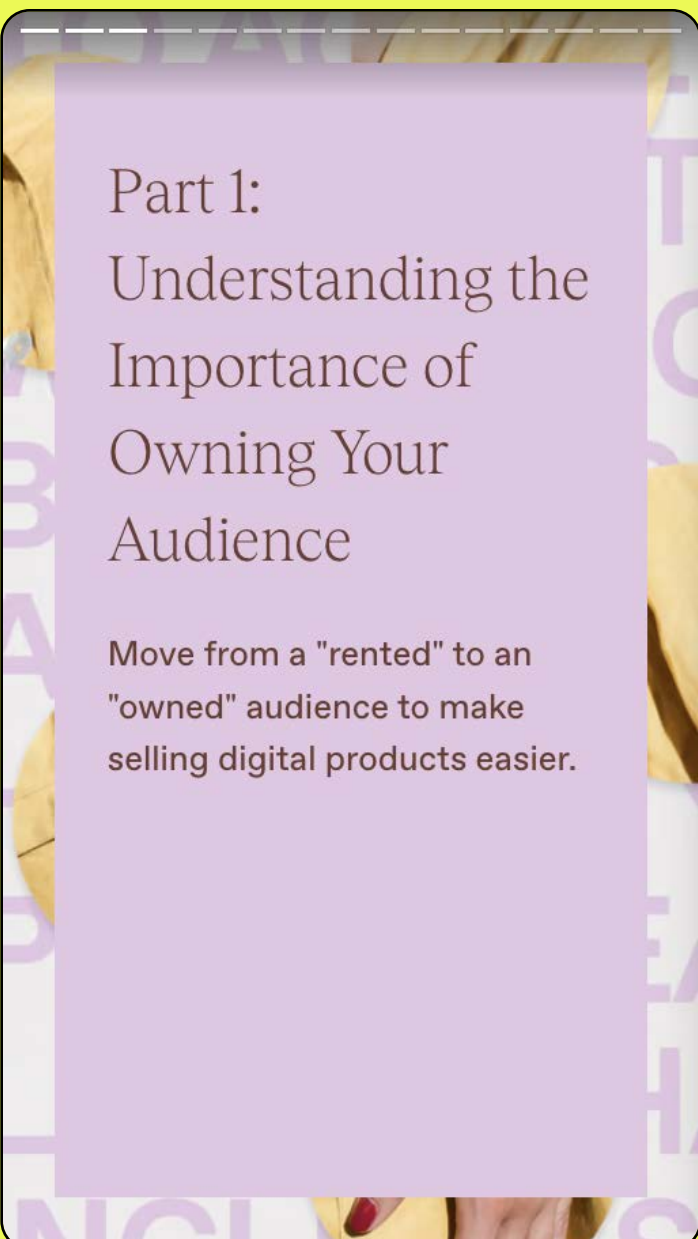
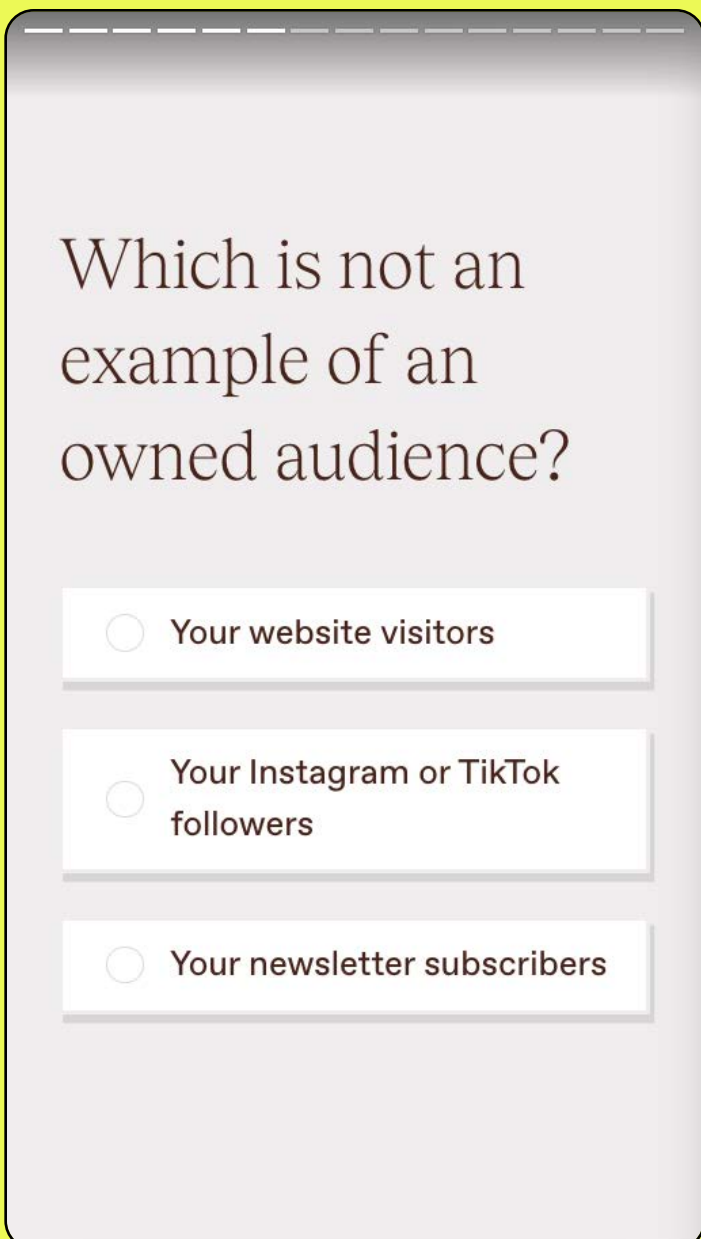


Branch out: Why have one stream of income when you can have two (or more)? The key to maximizing your TikTok income is to tap into multiple monetization opportunities. Always start small. Remember, slow and steady gets the green (or something like that!)



Building Your Email List with Millie Adrian

Learn how to build an email list of potential customers for your digital products.



Want to monetize your content?

If you have great content, you can absolutely make money by transforming it into digital products.

[Try The Leap](#), an AI-powered digital product builder that helps you create mini-courses, tutorials, and guides that are as fun to consume as watching TikToks. The Leap also doubles as a link-in-bio storefront, allowing you to create and sell digital products all from one place.

The Leap is designed for creators looking to jumpstart their monetization journey. Sounds like you? [Get started today!](#)

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tips for making
money online as a creator?
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newsletter.

