

# 30 TikTok Video Ideas

1 <b>Introduction:</b> What you do, who you help, & why you're better.	2 <b>Benefits:</b> Share the benefits of your products or services.	3 <b>BTS:</b> Making or Packing an order for a customer	4 <b>Promotion:</b> New product, Sale, show product in action	5 <b>3 Reasons:</b> You should use... (insert product/service name)
6 A Day in the Life of a Small Business Owner	7 Use a <b>trending</b> video & relate it to your business	8 <b>Relatable:</b> Share something that has gone wrong in your business	9 <b>Create</b> a video of you using or wearing your products	10 <b>Transparency:</b> Show us how your products are made
11 <b>Education:</b> How you come up with new product ideas	12 <b>Interactive:</b> Ask your audience a question	13 <b>Educate</b> us on how you stay motivated for your business	14 <b>Transparency:</b> Share a video of your supplies and the quality	15 Make a video <b>answering</b> a question you've been asked
16 Give us a behind the scenes look at your workspace	17 <b>Why</b> Your products or services work - Share <b>results</b>	18 <b>Making</b> a product yourself - Share your process	19 <b>Introduce</b> us to your team or an <b>important</b> person/pet	20 <b>Why</b> did you start your <b>brand</b> ? Let us know
21 <b>New product?</b> Let your audience choose aspects of it	22 <b>Educate</b> us about something in your industry	23 <b>Motivational</b> story about something you've overcome	24 Use a <b>trending</b> song/theme and relate it to your business	25 <b>Transitional:</b> Before and after we use your products or services
26 <b>Relatable:</b> What do you do on your days off?	27 <b>Collaborate</b> with another small business	28 How your products/ packaging are <b>sustainable</b>	29 <b>Share</b> a video of a customer opening their package	30 <b>Reasons</b> your services are better than your competitors
Bonus Thank your customers for <b>supporting</b> your business	<b><u>TOP TIPS</u></b> <b>Follow four main topics: Educational, Motivational, Relatable &amp; Promotional.</b> <b>Post content that your ideal customer would want to see.</b> <b>Always post content that offers value.</b> <b>Ensure you are authentic and always yourself on camera.</b>			