
TIKTOK MONETIZATION

The 3-Layer Stack — Quick Reference

“TikTok is the acquisition channel. Your email list is the asset. Your product is the revenue.”

LAYER 01: ATTENTION

Goal: Attract the right audience. Repel the wrong one.

Hook Formulas That Convert

- The Contrarian: “Stop doing [common advice]. Here’s what actually works.”
- The Proof: “I made \$[amount] doing [thing]. Here’s the breakdown.”
- The Secret: “[Industry] doesn’t want you to know this.”
- The Tutorial: “How to [result] in [timeframe] — step by step.”
- The Challenge: “I tested [thing] for 30 days. Here’s what happened.”

Rule: Design hooks around problems your product solves, not around what’s trending.

LAYER 02: CAPTURE

Goal: Move people off TikTok and into your ecosystem.

Bio Link Optimization

- Use a link-in-bio tool (Stan Store, Beacons, or direct landing page)
- Top link = free lead magnet (guide, template, checklist)
- Second link = newsletter signup
- Third link = paid product

CTA Phrases That Work

- “Grab the free guide — link in bio”
- “I broke this down step-by-step. Link in bio for the full version.”
- “Comment [WORD] and I’ll send it to you” (use ManyChat automation)

LAYER 03: CONVERT

Goal: Turn captured leads into revenue.

Email Sequence Blueprint

- Email 1 (Day 0): Deliver the lead magnet. Set expectations.
- Email 2 (Day 1): Share a quick win or insight. Build trust.
- Email 3 (Day 3): Tell your story. Why you built this.
- Email 4 (Day 5): Case study or social proof.
- Email 5 (Day 7): Introduce the paid product. Soft pitch.
- Email 6 (Day 9): Address objections. Hard pitch with urgency.

THE MATH

50,000 views × 2% click-through = 1,000 bio link clicks

1,000 clicks × 30% opt-in rate = 300 email subscribers

300 subscribers × 5% conversion = 15 sales

15 sales × \$47 product = **\$705 from one video**

Multiply across 20 videos/month. The system compounds.

Full TikTok monetization guide at tegreporthq.com/library