TikTok Live Blueprint

A practical run sheet for a clear, useful first session

Confirm LIVE availability inside your own TikTok account and review current official rules. Age, region, follower thresholds and account status can affect access; this guide does not guarantee eligibility. Selling through TikTok Shop and receiving Gifts have their own requirements.

Use this workbook to prepare a session if you have access. If you do not, film the same demonstration as a recorded video. No equipment purchase is required for the exercises.

Decide what viewers will learn and what you can truthfully show. Do not promise income, platform growth or product outcomes.

LIVE access checked

One topic

One useful result for viewers

Prepare a session card

Write a one-sentence topic, three demonstration steps and one next action. Put the card near your camera. Gather the actual product or screen you will show. Test lighting, sound, connection and framing.

Hide customer details, addresses, notifications and financial information. Do not display your payment account. Make text large enough to read on a phone. Arrange a moderator when available and decide how to handle inappropriate comments.

Use music only when you have permission for the intended context. Do not assume a popular sound is licensed for a commercial broadcast.

Opening sentence

Three demonstration steps

What must stay off camera

Moderator or moderation plan