

# TikTok Content Topic Brainstorming Worksheet

## Goal

What do you want to accomplish with this video?

What do you want the viewer to do during/after the video?

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## Audience

Who are you trying to reach with this video?

What kinds of accounts do they follow?

What content do they share?

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## Topic

What does your ideal audience want to learn about?

What problem does your ideal audience need help with?

What content is getting a lot of engagement from the people you are trying to reach?

What are people saying in the comments of videos from businesses similar to yours?

What can you create that will help build trust and authority?

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## Content Type

What type of content would be best for the topic you want to present?

Do you have the necessary resources?

- ☐ Giveaway
- ☐ Challenge
- ☐ Trending
- ☐ Invitation
- ☐ Announcement
- ☐ Competition
- ☐ Inspirational
- ☐ Holidays
- ☐ Countdown
- ☐ Q&A
- ☐ Behind-the-Scenes
- ☐ Fun Facts
- ☐ Personal
- ☐ Tutorial
- ☐ Educational
- ☐ Review
- ☐ Recipe
- ☐ Trivia
- ☐ Candid

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## Hashtags

What hashtags are similar businesses using on their videos?

Which ones do your ideal viewer use?

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