

# Seller Resource Guide

## LIVE Shopping



Hosting a **LIVE shopping event** is an effective way to showcase your products in real-time, engage with your audience, and offer exclusive deals and giveaways to help grow your sales.

These resources are designed to help you learn how to get started, while discovering effective ways to optimize your livestream.

# Discover the power of **LIVE Shopping**.

New to **LIVE**? You're in the right place!

## **LIVE Shopping Hub**

Increase your sales with LIVE selling! Use the power of LIVE to reach new audiences and connect with your audience in real time.

[Check out the hub](#)

## **LIVE Shopping Pitch Deck**

Learn more about the impact LIVE shopping can have on your business! Check out seller success stories and details on the LIVE Training Program.

[View the pitch deck](#)



## **LIVE Acceleration Masterclass**

Get started on your LIVE shopping journey! The LIVE Acceleration Masterclass will walk you through the four steps to prepare for your LIVE event, the importance and characteristics of a great LIVE host, how to craft your LIVE script, and how to create a successful product strategy!

[Watch the Masterclass](#)

## **Why LIVE Shopping?**

Discover how to leverage the power of LIVE to engage audiences drive sales, and build a loyal customer base.

[Watch the video](#)

## **Shoppable Video vs. LIVE Shopping**

Explore the power of shoppable videos *and* livestreaming, two effective and complementary tools to elevate your TikTok shop presence and drive product sales.

[Watch the video](#)



# Let's kickstart your **LIVE Shopping** journey.

Lights! Camera! **SELL!**

## Going LIVE on TikTok: Preparation

Explore the essential steps to prepare for a successful TikTok Shop livestream, transforming you into a confident presenter and boosting your product sales.

Watch the video

Start here!

## Structuring Your Livestream Team

Discover effective team structures for both compact two-person and larger four-person setups, empowering you to select the ideal team for your needs.

Watch the video



## Choosing the Perfect Host

This video equips you with three essential steps to ensure you select the ideal host to elevate your TikTok Shop livestream.

Watch the video

## How to Select Products for LIVE Shopping

In this video, you'll learn how to choose the perfect products for your shopping events, transforming them into sales-generating powerhouses.

Watch the video

## Showcase Your Products

Gain insights on how to showcase products and engage with viewers, which can help drive your sales.

Watch the video

## Five Essential Traits of a LIVE Shopping Host

Explore key host qualities that will transform you into a magnetic LIVE host, boosting conversions and building brand loyalty.

Watch the video



## Engage, Connect, and Thrive

Learn the art of captivating your audience and creating a sense of community.

Watch the video

## Crafting Your TikTok Bio

Grab your audience's attention with an effective bio that is specifically for LIVE shopping.

Watch the video

## Essential LIVE Metrics and Strategies

Understanding the metrics on your TikTok LIVE dashboard is crucial for measuring the success of your livestreams and making data-driven decisions to improve performance. This video will break down key metrics into four categories: Discover, Enthuse, Interest, and Purchase.

Watch the video

## Navigating the TikTok LIVE Dashboard

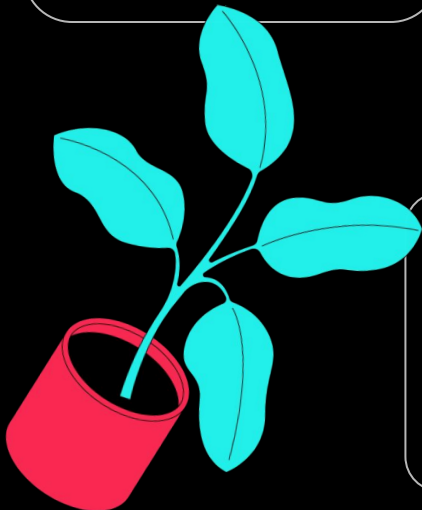
Gain insights on how to showcase products and engage with viewers, which can help drive your sales.

Watch the video

## Product Promotion Strategies

Explore three key approaches to product selection, along with valuable tips to maximize engagement and sales.

Watch the video



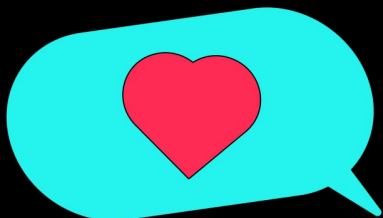
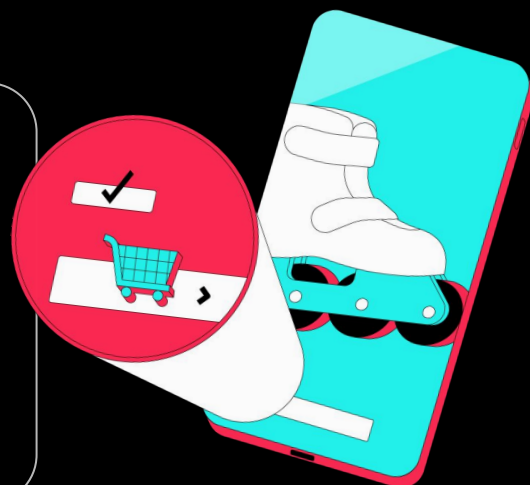
# Optimizing your **LIVE Shopping** event.

Take your livestream to the **next level!**

## **Equipment + Environment + Livestreaming**

This video explores the essential elements of creating a captivating livestream environment on TikTok Shop. From equipment and setup to format and design, learn how to make your livestreams stand out.

[Watch the video](#)



## **LIVE Efficiency Masterclass**

This Masterclass will walk you through which LIVE metrics matter during a LIVE event, how to run a LIVE analysis, and what changes you can make to optimize LIVE success.

[Watch the Masterclass](#)

## **Actions That Will Negatively Affect Your Traffic**

Learn the top three pitfalls to avoid during your livestreams, ensuring a smooth and engaging experience for your viewers.

[Watch the video](#)

## **Choosing the Right LIVE Environment**

This video dives into the world of livestream set styles, equipping you to create an environment that captivates your audience and drives sales.

[Watch the video](#)

Check out the official  
**TikTok Shop Academy**  
page for additional resources!

[Launch Academy](#)

