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TikTok Shop Account Review Checklist

What To Fix Before Applying

Use this checklist to review your TikTok account before applying for TikTok Shop Affiliate, TikTok Shop Creator, the pilot program, samples, campaigns or other creator opportunities.

This checklist is not official TikTok policy. It is a practical beginner review to help you check whether your account looks clear, active, healthy and ready for the next step.

1. Account Niche

Before applying, your account should have a clear direction.

- ☐ My account has one clear niche or audience.
- ☐ A new visitor can quickly understand what my account is about.
- ☐ My recent videos all fit the same general topic or audience.
- ☐ My content is not a random mix of unrelated videos.
- ☐ I know who this account is for.
- ☐ I know what kind of products could eventually fit this audience.

Notes:





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2. Profile Setup

Your profile should look real, active and trustworthy.

- ☐ I have a clear profile photo.
- ☐ My username is clean and not confusing.
- ☐ My display name makes sense for the account.
- ☐ My bio explains what the account is about.
- ☐ My profile does not look empty, rushed or spammy.
- ☐ My pinned videos, if any, support the account's niche.
- ☐ My profile gives people a reason to follow.

Notes:

3. Content Library

Your account should have enough content to show activity and direction.

- ☐ I have posted enough videos for someone to understand the account.
- ☐ My recent videos are on-topic.
- ☐ My videos are not all over the place.
- ☐ I have posted consistently enough to show the account is active.
- ☐ My last 10–20 videos look like they belong to the same account.
- ☐ I am not relying on one random viral video.

Notes:





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4. Video Quality

Your videos do not need to be perfect, but they should be easy to understand.

- ☐ My videos have clear hooks.
- ☐ My text is easy to read.
- ☐ My videos have enough movement to hold attention.
- ☐ My videos make sense quickly.
- ☐ My videos are not too slow or confusing.
- ☐ My videos are aimed at a specific viewer.
- ☐ Someone could understand the basic idea even with the sound off.

Notes:

5. Engagement

Engagement helps show whether the account is connecting with real viewers.

- ☐ My videos are getting at least some views.
- ☐ Some videos are getting likes.
- ☐ Some videos are getting comments.
- ☐ Some viewers are following after watching.
- ☐ I am paying attention to which videos perform best.
- ☐ I am using comments and viewer reactions as content ideas.
- ☐ I am not ignoring patterns in my account performance.

Notes:





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6. Account Health

Before applying, check for account issues.

- ☐ I have checked for TikTok warnings.
- ☐ I have checked for account violations.
- ☐ I have checked whether any features are restricted.
- ☐ I have reviewed removed or flagged videos.
- ☐ My account does not have obvious unresolved issues.
- ☐ I am avoiding risky, misleading or spammy content.
- ☐ My account looks clean enough to build around.

Notes:

7. Follower Milestone

Follower numbers matter, but they are not the whole story.

- ☐ I know the current follower milestone I am working toward.
- ☐ I understand that follower requirements can change.
- ☐ I am not treating follower count as the only thing that matters.
- ☐ My account has a clear niche as well as followers.
- ☐ My account has content quality as well as followers.
- ☐ My account looks useful, not just numerically qualified.

Notes:





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8. TikTok Shop Fit

Your account should match your future TikTok Shop direction.

- ☐ My account audience matches the type of products I may promote.
- ☐ My content style could support product content later.
- ☐ My account does not feel forced into TikTok Shop.
- ☐ Sellers could understand why my audience fits their product.
- ☐ My niche makes sense for samples, product videos or affiliate content.
- ☐ I know what product categories would fit this account.

Notes:

9. Old Account Check

If you are using an old TikTok account, check for baggage.

- ☐ My old content does not confuse the account niche.
- ☐ My old followers still match my current direction.
- ☐ My account history does not create obvious problems.
- ☐ I have removed, privated or cleaned up off-brand content where needed.
- ☐ I have checked for old violations or warnings.
- ☐ I am confident this old account is a good foundation.

Notes:





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10. Multiple Account Check

If you are building more than one account, review each account separately.

- ☐ Each account has its own clear niche.
- ☐ Each account has its own audience.
- ☐ Each account has a reason to exist.
- ☐ I am not posting random content across all accounts.
- ☐ I can manage the workload.
- ☐ I have a simple way to track each account.
- ☐ I know which accounts are ready and which need work.

Notes:

11. Readiness Score

Tick the statement that best describes your account.

- ☐ Not ready yet — the account needs more work before applying.
 - ☐ Almost ready — the basics are there, but a few things need fixing.
 - ☐ Ready to review — the account looks clear, active and healthy.
 - ☐ Ready to apply — the account is focused, clean and aligned with the next step.
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12. What Needs Fixing?

Write down the top things to fix before applying.

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

Final Review

Before applying for TikTok Shop opportunities, ask yourself:

- ☐ Does this account look real?
- ☐ Does this account have a clear audience?
- ☐ Does this account have enough useful content?
- ☐ Does this account have healthy signals?
- ☐ Does this account match the TikTok Shop opportunity I want?
- ☐ Would I build around this account long term?

If several answers are no, fix the account first.

If most answers are yes, the account may be ready for the next step.

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