



YOUR COMPLETE GUIDE TO

TIKTOK

MARKETING

How to tap into TikTok's massive organic reach and get your AI number in front of thousands — for free.

WHAT YOU'LL LEARN IN THIS GUIDE

- ✓ How TikTok's algorithm works and why it favors you
- ✓ Set up your TikTok profile for wellness marketing
- ✓ Upload and format your Wave Builder video
- ✓ Add text overlays with your AI number
- ✓ Write captions and use trending sounds
- ✓ Best hashtags for wellness content on TikTok
- ✓ Turn one video into a full week of TikToks
- ✓ Your weekly routine for maximum growth

■ Why TikTok Is a Game-Changer for Your Reach

TikTok is unlike any other platform. On Facebook or Instagram, you mostly reach people who already follow you. On TikTok, **your very first video can reach 10,000 complete strangers**. The algorithm is built entirely around interest — not followers — which means you get genuine cold reach to people who have never heard of you, completely free.

■ One well-timed TikTok video in the wellness niche can generate thousands of views overnight. Unlike YouTube, you don't need to build a subscriber base first. TikTok shows your content to new people by default.

STEP 1

Set Up Your TikTok Profile

1. Download TikTok from the App Store or Google Play if you haven't already.
2. Create a free account using your email or phone number.
3. Set up your profile with this template:

■ TIKTOK PROFILE TEMPLATE

USERNAME: @[YourName]Wellness OR @[YourName]LightTherapy BIO: Natural wellness through light-based technology ■ Sleep better. Move better. Feel better. ■ Call my AI wellness line: [YOUR NUMBER] LINK IN BIO: Paste your YouTube video link here.

STEP 2

Prepare Your Wave Builder Video for TikTok

TikTok is a vertical (9:16 ratio) platform. Your Wave Builder video may be horizontal (16:9). Here are your options:

- **Option A — Upload As-Is (Quickest):** TikTok automatically adds a blurred background behind your video to fill the vertical frame. This works fine and takes zero extra steps.
- **Option B — Resize With CapCut (Best Quality):** Download the free CapCut app. Import your video → tap "Ratio" → select 9:16 → export. Takes about 5 minutes.

■ CapCut is completely free and available on iOS and Android. Searching "CapCut" in your app store brings it up immediately. Vertical format looks more native on TikTok.

■ Uploading, Captions, Sounds & Hashtags

STEP 3

Upload Your Video and Add Your AI Number

1. Open TikTok and tap the + button at the bottom center.
2. Tap **Upload** (not Record) in the bottom right corner.
3. Select your Wave Builder video from your camera roll.
4. Tap the checkmark and proceed to the editing screen.
5. Tap **Text** (Aa) at the bottom and type your AI number:

■ TEXT OVERLAY — Type This on Your Video

■ *Call my AI wellness line: [YOUR AI NUMBER]*

Use bold white font. Position at the top or bottom of the screen. Set the duration to show for the entire video.

STEP 4

Write Your Caption

■ CAPTION TEMPLATE

There's a version of you that isn't held back by pain, fatigue, or stress. ■ This short video explains an at-home approach that's helping thousands feel better naturally — without drugs or stimulants. ■ Call my AI wellness line anytime: [YOUR AI NUMBER]

📌 ■ Keep TikTok captions under 150 characters for maximum mobile readability. Put hashtags after the main text or in the first comment.



STEP 5

Add Hashtags and a Trending Sound

Hashtags — Copy these into your caption or first comment:

#wellnesstok #painrelief #sleepbetter #lighttherapy #AIhealth #holistichealth #naturalwellness #healthtok #drugfreehealth
#lifewave #x39 #biohacking

Trending Sound — This is optional but powerful:

- Tap the **Sounds** button → browse "Trending" → choose a calm, ambient, or uplifting track that fits a wellness mood.
- Lower the sound volume to about 20% so your video's original audio is clear.

■ TikTok actively promotes videos using trending audio. This one step can significantly increase how many people see your video — at no cost.



■ One Video = A Full Week of TikTok Content

STEP 6

Turn One Wave Builder Video Into Multiple TikToks

You do not need to create new videos every day. Your one Wave Builder video can become a full week of TikTok content. Here is how:

- **Monday:** Post the full video (properly captioned and hashtagged)
- **Wednesday:** Clip the most emotionally compelling 10–15 seconds → post as its own TikTok with a different caption
- **Friday:** Clip the opening hook (first 10 seconds) → post again with a curiosity-based caption

■ Each clip reaches a completely different audience through TikTok's algorithm. Three posts from one video = three separate chances for viral reach.

Your Weekly TikTok Routine

Day	Action
Monday	Post your full Wave Builder video + caption + hashtags + trending sound
Tuesday	Engage: reply to all comments. Like 10 wellness videos. Follow 3 creators.
Wednesday	Post Clip #2 — first 10 seconds with a new curiosity-based caption
Thursday	Post a text-only video: "Would you try a drug-free approach to pain?"
Friday	Post Clip #3 — most emotional moment with a direct call-to-action caption
Saturday	Reply to all comments from the week. Follow everyone who engaged.
Sunday	Review which video got the most views. Plan next week.

■ READY TO TAKE IT TO THE NEXT LEVEL?



What you're doing here is powerful. But imagine if instead of waiting for people to find your content, a fully trained AI was already out there **finding targeted prospects, starting conversations, and booking meetings directly onto your calendar — every single day, on autopilot.**

That's exactly what **Wave Builder PRO** does. Ella AI handles everything from first contact to confirmed appointment. You just show up and close.

Basic gets your video seen. PRO gets you in the room.

Learn about Wave Builder PRO → thewavebuilder.com/pro