

# TikTok Account Launch Checklist

Launch one focused account with a safe, repeatable seven-day operating routine.

Access	Free
Best for	Publishing Operator
Version	1.0 · June 2026

# TikTok Account Launch Checklist

## Purpose

Use this checklist to launch one focused TikTok account without rushing into automation or high-volume posting.

## Before creating the account

- Define one audience in one sentence.
- Define one recurring problem the account will address.
- Select one primary content language and market.
- Prepare a unique account name, profile image, bio, and recovery email.
- Prepare at least 12 original video concepts before the first post.
- Confirm that music, footage, screenshots, and claims are safe to publish.
- Create a tracking row for the account in the studio dashboard.

## Profile setup

- Use a clear profile image that remains readable at small size.
- Write a bio that explains the audience and practical outcome.
- Avoid unverifiable income claims or fake authority.
- Add the website link only when the account is eligible and the destination is ready.
- Check that the website opens quickly on mobile.
- Confirm the support email and checkout link.

## First seven days

- Day 1: publish one useful problem/solution video.
- Day 2: publish one checklist or mistake video.
- Day 3: publish one tool demonstration.
- Day 4: publish one before/after workflow comparison.
- Day 5: publish one FAQ response.
- Day 6: publish one template preview.
- Day 7: publish one weekly recap and review the data.
- Reply to relevant comments without spam or copy-paste repetition.
- Record views, average watch time, completion rate, profile visits, and link clicks.

## Quality gate before every post

- The first visual change occurs immediately.

- The hook is understandable without sound.
- Captions are readable and do not cover interface controls.
- The video makes one primary point.
- The CTA matches the content instead of forcing a sale.
- No prohibited claim, copyrighted asset, personal data, or misleading demonstration appears.
- Export is 1080 × 1920 and plays correctly on a phone.

## Account health rules

- Do not use mass login, aggressive follow/unfollow, comment automation, or identical posting.
- Keep device, location, and access patterns stable.
- Use human review before publishing.
- Pause and investigate unusual verification prompts, reach drops, or policy warnings.
- Maintain a backup of source files and account recovery information.

## Weekly review

Answer these five questions:

- Which three hooks held attention longest?
- Which topics generated useful comments or profile visits?
- Which videos lost viewers in the first two seconds?
- Which CTA produced qualified clicks?
- What one variable will the team test next week?