



**Guest Article: How I make 2K a month on
Tik Tok!**

SHYGIRLSGUIDE NEWSLETTER

PREVIEW

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Joy Horsley

Guest Article: How I make 2K a month on Tik Tok!

Each newsletter, I like to share the real journey of what it is like to grow your business and revenue streams. This month, the real story is not mine, but it is amazing how she created an additional revenue stream in just a few months!

Read Naomi's reinvention journey:

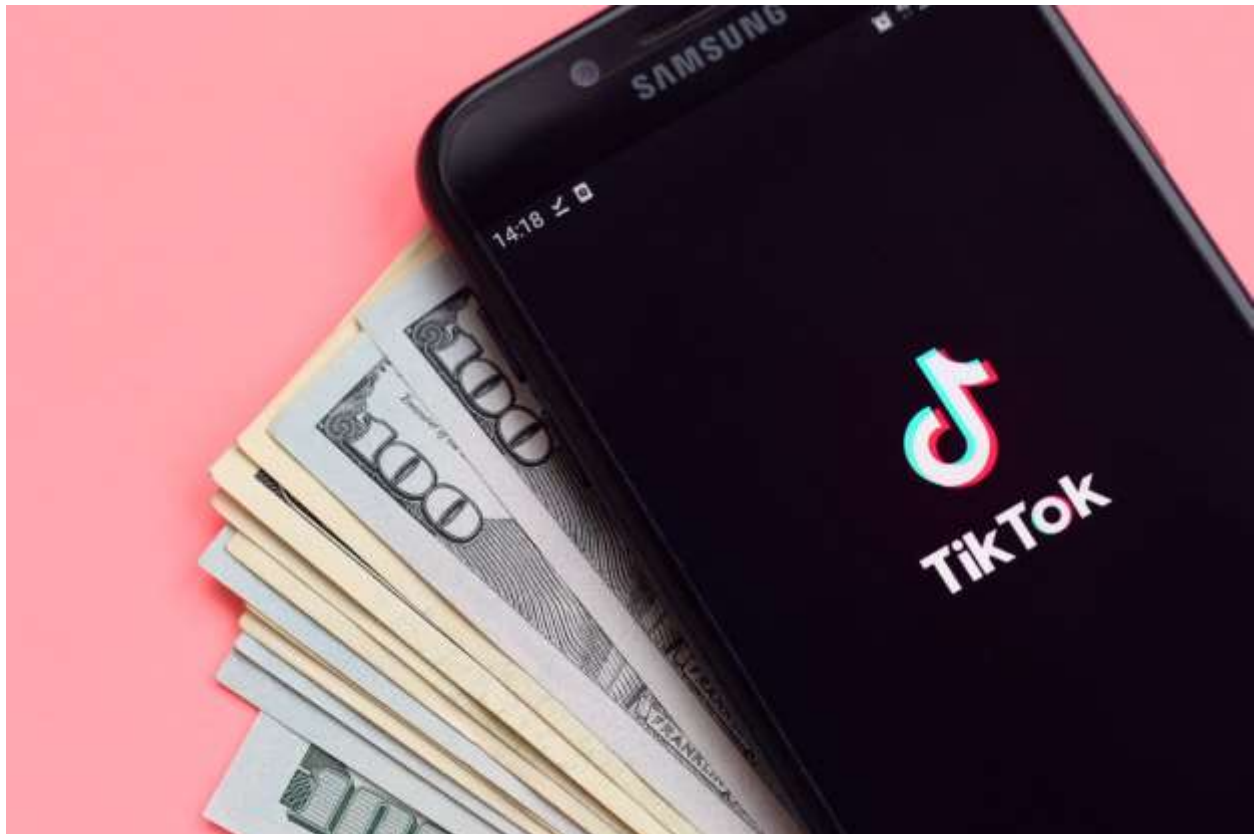


The good, the bad and the ugly:

About 7 months ago I started a new chapter in my life story. I retired as a public school educator of 32 years. I saw a post from @shygirlsguidetothegalaxy on how Joy made her first seven figure business. I can't remember if I reached out to Joy (my college bestie) or she reached out to me and just began talking about future business ventures I was possibly interested in. I started to really pay attention to all of the advice she was giving about having multiple streams of income and making your money work for you. I also had to let go of some very antiquated ideas about my own image. Being a school principal, I worried a lot about my image. I had to. But now, that was no longer a relevant part of how I needed to proceed in this new chapter of my story. ***I had to reinvent myself.*** My story needed a plot twist. A very valuable piece of advice that Joy gave me is that people really don't care as much as you think they do. If I was to move forward, I had to stop allowing that thinking to cripple my progress. So, I moved to thinking about what it is that I already know how to do, and what was already working well.

What I know...

My years in middle school education and leadership taught me so much in life, but none of that would help me in this new chapter. ***Did I also mention that I am an introvert by nature?*** I had to take time to figure out how I needed to proceed. I created a cocoon of sorts for a few months to just think and be ok with not doing anything. When I re-emerged, I would be the best version of myself to move into this new phase of crawling to flying.



What was working...

I had a **TikTok account: @mybrotherjohndp** I had started at the beginning of 2023 featuring my brother. ***(Joy Note: John, Naomi's brother is amazing! He is special needs and so funny and a joy to be around! He is a natural at sharing in front of the camera and their sibling dynamic has been one of love and laughter that I have enjoyed watching since they were teenagers!)***

It started taking off and by the end of the year I went from 10 followers to around 10K by December 2023. As of today, I currently have almost 60K and I am still growing daily.

All social media platforms are different and what works for one doesn't normally or necessarily work in another. So, this is strictly what I've learned on TikTok.

The Good

1) Re-inventing Me

Growing my social media platform has truly been organic. Although I have listened and researched the way many TikTok creators have grown their platforms (and I still do listen), my account never really followed any type of formula or algorithm that TikTok creators use. I have tried to use the trendy video ideas and none of them really worked for me. I have tried posting at the recommended times and that didn't seem to work either. I started studying my own data and found that most of my followers were most present at 9pm at night. So, I have kinda stuck with that. I will continue to monitor and adjust to improve but right now that's what works. In the world of social media, "right now" changes all the time.

2) Listen to your followers (sometimes...)

99% of my followers have been so supportive and kind. I love getting their feedback and it helps me want to keep going. Some comments and suggestions from them have been spot on and have helped me to grow my account.

3) Free money (I know, I know, there's no such thing...)

At the end of December, I learned how to monetize my account and in less than 2 months I have already made about \$2K a month with only about 60K followers. This is not money that I am earning from posting "commercials" for products. This is just for posting my own funny videos about my brother. It took a little digging because the platform changes so often that the videos and comments you get from google are already outdated by the time you go to look for it. I know that \$2K a month is not a lot of money considering some accounts are making over 100K a month or more. But, for "right now," this is \$2K more than I had.

****Pro tip - make sure you are setting aside money each month for Uncle Sam. If you can't trust yourself to save it, you can always pay your estimated taxes online monthly to the IRS.**

4) Free stuff

Having over 10K followers allows you to be able to partner with other collaborators on the TikTok shop and promote their products to receive free stuff. I have received some pretty cool free products to include a paddle board valued around \$200, a free 4K camera to be able to vlog, a cool scooter for my brother, a new camera system for the house and many other really great products. You have to be careful when you ask for the free samples to be sent to you because your channel will become one big commercial and your followers will get tired of it, and you will lose followers. One thing I do is look for items that I already have used or know that I will use and promote those. I also make sure if I post a video on a product, I also post a video on my normal content.

The Bad and the Ugly

1) Thick Skin

With everything social media can give, it can also take away twice as much if you let it. My brother has Down syndrome and sometimes people can be ignorant and cruel. Most comments have gone through an automated filter system, but I have to go in and approve or disapprove the comments that get screened. The comments can be so ignorant and rude I just can't believe the audacity of somebody even making it. Some comments do slip through though and you have to stay on top of them by either deleting them or commenting back. Like I said earlier, 99% of my followers are the best. But, it's always that 1% that can really make you think if it's worth it. So, if you are thinking about social media, be prepared to

have some thick skin. My daughter has also taught me that sometimes you have to “clap back” and put people in their place. That is not something I have been accustomed to doing. Being a public school principal has made me have to choose my words carefully and not allow myself to stoop to others’ level. But, in the world of social media, that’s what people not only like but expect. Every time we have “clapped back,” we have been met with a ton of people who support what we are doing.

2) Keeping it Fresh

Coming up with content can be very challenging. I have found myself not living in the moments of life without thinking about... “this would be good content for my channel.” You have to make sure you take time for yourself and put your phone down. My way of resetting is to walk on the beach for a couple of hours and talk to God. I know, I know...that sounds like a dream, and trust me it is.

3) Being Consistent

I’ve been told that you have to post so many times a day for TikTok to push out your content. This may be true, but it hasn’t been true for me. Like I said earlier, my account has never really followed the algorithm. I think it all depends on who you are as a creator and what content you are pushing out. I am consistent with when I post and how often I post, but I have not followed the recommended number of times a day or when TikTok says to post.

4) Know your niche!

One thing that I know has worked for me is watching other content creators with my similar niche. I look for inspiration from their content. I also look at what doesn’t work... which is just as important as what does work.

5) Don’t give up!

I honestly never thought I would have almost 60K followers on TikTok. I got stuck at 10K for a couple of months and thought I would never move. I kept gaining followers and losing followers. Don’t get discouraged by people unfollowing you. Sometimes they are taking a break from seeing so much of your content. I don’t know how many times I have unfollowed accounts to just follow them again when they come up on my FYP in a few weeks after I have taken a break.

What’s next for me?



Goals for 2024:

- 1) My next goal on TikTok is 100K followers by the end of 2024. I also want to increase my interactions with my followers by going on Live. This is also a way to monetize your account.
- 2) Other Social media: I have also been looking into growing my next social media platforms (YouTube- <https://www.youtube.com/@naomipyle> and Pinterest - Don't be Shellous). I am currently working on researching how to grow my subscribers on both of these platforms. These two platforms are known to pay the most for your content.
- 3) More streams of income: I currently have two streams of income, my pension and TikTok. I do have a small Etsy shop ([Don't be Shellous](#)), where I sell coastal shell decor. My Etsy isn't performing as well as I hoped but I want to figure out how to grow that into more.

Never stop learning and growing as an individual. Viola Davis didn't make it big until she was in her 50's. Julia Child debuted on TV at age 51. Vera Wang opened her first bridal boutique at age 40. You don't have to stop if you don't want to. Keep growing, keep reinventing, and never give up on your dreams. **It's never too late.**

My Weekly Stats!

Each week I show – in real time – all the ways I am tracking my business efforts. It all works together and the more you try and track, the more you have ways to win!

If you can see yourself improving even just 1% (for instance – you jogged 20 seconds longer!) it's a motivating factor that you're moving in the right direction. For me - it will show me sooner the places I need to improve.



With that said, here is this week's "weekly metrics":

- Audience growth – **up 2%**!
- Financial growth – **up 4%**
- New venture/investment growth - I have invested in another house-flip, my biggest investment so far. Now, we wait.
- Web Traffic – It went up due to more promotion on all platforms about the OTHER platforms.
- Newsletter Subscribers – Same **this week – time to promote that again**
- Total Pieces of Content – UP! Thanks to the YouTube "shorts," more IG reels and posts.

There were specific strategies and tactics we used to get that much growth in one week. They are as follows but YOU come in on the last one!

1. **Increasing the Blogging/Newsletter Schedule.** "Commit to 100" says Noah Kagan. I am walking it down!
2. **Promoting my "content library"** - As the content grows, it is becoming easier to
3. **Optimizing my websites.** This is always a work in progress – we have added our archived newsletters and are working on more checklists and landing pages.
4. **Leveling up the customer experience.** I just booked my flights to Phoenix and Denver to visit 5 clients that are across the country for one-on-one sessions.
5. **Working on my online course** – I did step one which was I planned the curriculum, now for step two!

Check out the latest blog this week: [How to build a One-Person 6 Figure Income!](#)



If you are new here: I am Joy. I am an introvert. I am extremely shy, and I am a LATE bloomer. All of these things should work against me, but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses (everything from book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

Why am I doing this? There is so much “*Insanely easy ways to earn 10K a week ...*” weird stuff out there! It took **work** to hit my first seven figure goals, but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures, and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older, or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

~ Joy

joy@Shygirlsguide.com

“Don’t shine so others can see you. Shine so that through you, others can shine!”