

Setting up a **TikTok Shop** is actually quite straightforward once you know the order to do things in. Here's the clean step-by-step most small business owners follow.

✅ **Step 1: Check you're eligible**

You'll need:

- A registered business (sole trader or company)
- UK bank account
- Valid ID
- TikTok account in good standing
- Products that comply with TikTok policies

You can sell:

- Physical products
 - Handmade items
 - Branded merchandise
 - Tools, kits or supplies
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✅ **Step 2: Sign up for TikTok Shop Seller Centre**

Go to the **TikTok Shop Seller Centre**:

👉 <https://seller-uk.tiktok.com>

Log in using your TikTok account.

Choose:

- **Individual seller** or
- **Business seller**

Then complete verification:

- Upload ID or company documents
- Add business address
- Connect bank account for payouts

Approval usually takes **1 to 3 days**.

✅ **Step 3: Add your products**

Inside Seller Centre:

1. Click **Products**
2. Select **Add new product**
3. Upload:
 - Product photos or videos
 - Description
 - Price
 - Stock levels
 - Shipping details

💡 Tip: TikTok prefers vertical lifestyle images or short demo videos rather than plain product shots.

✅ **Step 4: Connect your TikTok account**

Link your shop to your profile:

1. Go to **Linked TikTok Accounts**
2. Add your TikTok profile
3. Approve access

Once connected, a **Shop tab** appears on your profile.

✅ **Step 5: Set shipping and returns**

Before selling, set:

- Shipping method (Royal Mail, courier, etc.)
- Processing time
- Return policy
- Customer service email

This avoids account delays later.

✅ **Step 6: Start selling through content**

Now the powerful bit.

You can tag products in:

- Regular TikTok videos
- LIVEs

- Product showcase on profile
- Affiliate creator videos

People can buy **without leaving TikTok**.