

# Is Your Business Ready for TikTok Shop?

## Pre-Launch Checklist & Common Mistakes for Product-Based Brands

### —The— **Social Selling Vault**—



Hi! I'm Carol Sullivan, founder of The Social Selling Vault. Over the past decade working in e-commerce and product sourcing (and more recently as an active TikTok Shop partner and affiliate), I've helped brands understand what actually works inside the TikTok Shop ecosystem. Many businesses assume launching on TikTok Shop is as simple as opening an account and uploading products. In reality, the platform requires several operational systems to be configured correctly — from inventory and fulfillment to compliance settings and affiliate infrastructure. This short guide will help you understand the steps required before launching your TikTok Shop storefront and highlight some of the most common mistakes I see businesses make during setup.



#### Pre-Setup Readiness Checklist

- Confirm your business is eligible to sell on TikTok Shop
- Prepare required business verification and tax documentation
- Determine your product categories and confirm they are allowed on TikTok Shop
- Ensure your product images and descriptions meet TikTok Shop requirements
- Prepare your inventory system (Shopify or other platform) for integration
- Review shipping timelines and fulfillment capabilities
- Determine warehouse or shipping origin settings
- Consider whether your products will be promoted through affiliates
- Confirm commission structures for potential creators
- Review TikTok Shop compliance rules for your product category

#### Common Setup Mistakes I See Sellers Make

- Choosing the wrong product category, causing listing rejections
- Incorrect Shopify integration leading to inventory sync errors

- Shipping settings that violate TikTok fulfillment policies
- Missing documentation for restricted product categories
- Listings structured in a way that affiliates avoid promoting
- Backend configuration issues that delay payouts or approvals

### **Why Proper Setup Matters**

Many freelancers or low-cost services simply connect accounts and complete the basic platform steps. However, TikTok Shop involves several backend systems working together: inventory, shipping templates, product approvals, compliance settings, and affiliate infrastructure. If these elements are not configured properly from the beginning, sellers can experience delays, violations, or operational issues that become much harder to fix later. At The Social Selling Vault, I focus on building a structured setup so your storefront launches correctly and your systems work smoothly from day one.

### **Need Help Launching Your TikTok Shop?**

If this checklist feels overwhelming, you're not alone. Many brands prefer to have their TikTok Shop set up correctly the first time rather than spending weeks troubleshooting backend issues. The Social Selling Vault provides done-for-you TikTok Shop setup services that include personal interaction, storefront configuration, Shopify integration, product listing setup, compliance checks, and affiliate program activation. When the setup is complete, you receive a live walkthrough so you understand how to manage your shop with confidence. If you're ready to launch your TikTok Shop storefront the right way, visit the website to book your setup service.

Thank you!



**Carol Sullivan, Founder and CEO  
of The Social Selling Vault**

*Carol Sullivan*