



Ray Edwards Show, Episode 523

Get 1-Million Views of Your Video on TikTok with Bryan Switalski

Announcer ([00:01](#)):

Ray Edwards Show, episode 523. Get 1-Million Views of Your Video on TikTok with Bryan Switalski.

Announcer ([00:10](#)):

The Ray Edwards Show. This is the podcast for prosperity, with purpose.

Ray Edwards ([00:19](#)):

You might think TikTok is a waste of time, but you'd be wrong. What if I told you, you could make a single video on TikTok and get half a million views within the first day or so, even if nobody knows who you are. That's exactly the kind of thing that our guest today Bryan Switalski is doing with his clients on TikTok. And even though you maybe don't have a TikTok account, you think TikTok's just for kids, you think it's just garbage and there's nothing of worth or value on there. Those are mistaken ideas, my friend. This is a big opportunity. Your market, your customers are on TikTok, and we're going to share with you how you can get in front of them and get their attention on today's podcast. That's coming up next.

Announcer ([01:02](#)):

Does anyone want to live a life that is long prosperous? Spiritual foundations.

Ray Edwards ([01:09](#)):

Looking for some good business advice? You might check in with the number one business consultant I'm aware of- God. What are you crazy, Ray? How could you even suggest that? Well, if you look in the book of James chapter one, verse five, it says this. "If any of you lack wisdom, let him ask God who gives generously to all without reproach and it will be given him." So the truth is from the beginning, God wanted to partner with human beings to accomplish his purposes. That's why he put Adam and Eve in charge of the garden. He gave him an assignment and this was before the fall. That means that work and business and the material world are not evil. They're not the results of the fall. What's my point. When God created the world, he looked at his creation and said it was very good. And he thought that us working together with him to steward the natural resources of the earth in a way that would be beneficial to all the creatures upon it, including the humans, was a good thing. Work and productivity was good. So if you need wisdom in your business, I think God's going to be

faithful to provide it and the Bible, supports me in this. Ask God for wisdom. He's faithful to provide it. Try it.

Announcer (02:24):

Now. Simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

Ray Edwards (02:29):

If you'd like to make some of those slick looking social media ads, you've seen other businesses using, you might want to check out an app called Boosted by LightTricks. We've got a link in the show notes that takes you right to the Boosted app, and it's a way you can use their templates and their pre-made videos insert the text and the logo of your business and pop. You've got an instant ad for your business that you can use on Instagram, TikTok, or wherever your social media takes you. Check it out. The Boosted app to promote your business on social media. I think you're going to like a lot.

Announcer (02:59):

And now our feature presentation

Ray Edwards (03:03):

Today, our guest is Bryan Switalski. He's a StoryBrand certified guide and marketing consultant. He is a guy who knows how to promote your business. And more importantly, for today's episode, he knows how to do so on TikTok, and he really thinks you should. And I think Bryan's got a good reason why. Here's a question that's on a lot of people's minds today is, TikTok for marketing. Is, is it actually a thing or is TikTok just about dancing teenagers and funny animal videos? I mean, TikTok can be so many different things depending on how you come to it. What you click on, what who you subscribe to? There's a lot of things to think about, but is TikTok really a marketing medium that you should pay attention to. Well, what if I told you, you could get a million views on one of your very first videos, even if you've never been on TikTok before. Nobody TikTok knows who you are. You're not a celebrity, but you post a video that people like, and the next thing you know, you've got a million views in just a few days. Am I exaggerating Bryan?

Bryan Switalski (04:00):

No. And funny thing is, is that this is happening on a, on a pretty regular basis with people.

Ray Edwards (04:06):

This is what's exciting to me. And I'm gonna let you explain it, cause this is your baby. Bryan Switalski is, he's a certified StoryBrand guide and marketing expert. You can visit his website. We'll have a link in the show notes about it, but he's been working with some people on their TikTok accounts and has some explosive success stories. Share with me what's going on, Bryan.

Bryan Switalski (04:25):

Yeah. So, uh, over the past week, um, this last Thursday, uh, one of my clients, All Around Athlete, just blew up over TikTok. He had been creating content for about a year now. We made the jump to, um, to TikTok. Uh, he had previously and still continues to create content over YouTube and a couple of different other social medias, had some small successes with Instagram, but he made this jump to TikTok, had been posting this content and stuff. He'd get a couple thousand views here and there, which is actually really unique. I'd say out of all of the social medias to just have no following and get thousands of views. And over the course of the year, he built about 400 followers. He worked really hard to create that content, to get

those followers and everything. But overnight last Thursday, his account went from 400 followers to over 8,000 followers from basically one piece of content.

Ray Edwards (05:23):

So how does that happen? Cause that's, it happens occasionally on YouTube, but not very often because I feel like if you go to YouTube or to Instagram, you have to have some, some prior celebrity, some prior way that people knew you before you get a big explosive growth situation like that, most of the time, but this is not an unusual story on TikTok. Why is that?

Bryan Switalski (05:46):

Well, I think it comes down to the way that the app is engineered to display content. On a lot of different social medias, you have to have a following in order for people to encounter your content. And depending on the platform, maybe only a certain percentage actually ends up seeing that content that you create and worked so hard for. Over TikTok When you open up the app, you encounter what's called a "For You" feed, which is just content from anybody based off of your interests. So TikTok works it's a little algorithm magic to present you content that you would enjoy as a person who consumes the content. Meaning that content creators, when they post valuable likable content, TikTok has that much more of a chance to show it to that audience, even if they're never following you.

Ray Edwards (06:33):

So this is key. This means you don't have to be a big celebrity. You don't have to have a big channel following like you do on YouTube. You don't have to have a big account, like you do or profile on Instagram to get traction with your content. You can just make good content that fits into what you want to share about. And it can go viral just, and going viral is not some tricky thing you pull off. It's because you made something funny or fascinating or frightening or, or emotional or whatever your thing is, you made a good piece of content and it just can take off like that because people like it.

Bryan Switalski (07:10):

Yeah, people like it, and people share it, people comment on it and that just accelerates all of that growth. So as content gets appreciated, as you know, maybe it's a valuable tip that you share or entertaining piece of content. It goes out because it works because people like it, because people enjoy it, people find it useful.

Ray Edwards (07:28):

So all around athlete is your, your first client that you were talking about that you shared with me, and describe, describe his content, what it was that went so viral. Cause I just, I think people probably suspected some kind of really super sophisticated, highly produced thing, but what was it really?

Bryan Switalski (07:45):

Yeah. So All Around Athlete is Hunter Hughes, and what he does is he creates sports content for kids, to teach them sports. He's kind of like the Bill Nye, The Science Guy of the sports world. And he creates these like quirky little animated characters and stuff. And a lot of his content in the past had been very highly produced. He does, he's an animator by trade. And so he, you know, go into after effects and build out these complicated animations. But the piece of content that actually made him viral is, was a filter inside of the TikTok app. It was a talking ball. Um, so sports from the ball's point of view, a baseball and him basically just getting knocked out the park by one of the baseball players, and it was so funny. It was so funny. Everybody was just reaching out and saying how much they loved the sound, how much

they enjoyed the content. Um, it really blew up. That video has over 500,000 views in that one piece of content.

Ray Edwards (08:44):

So here's the thing that really impresses me about this. It's a filter that's built into the app. Anybody could do this, you don't have to be a video person. Just use the app, the stuff that's built into the app, use your creativity around your topic that you want to talk about, share about, that your business is based on and you can do the same sort of thing. It doesn't require you to be a video editor or magic producer or anything like that. Just use the app, right?

Bryan Switalski (09:09):

Yeah. And I think, you know, as you continue to use things, you get to learn the platform just a little bit better. Maybe you find another filter you like or different sounds that you want to use. There's a lot of different, um, music, professional music that's created that you would hear actually on the radio today because the sounds on TikTok are influencing the music industry, crazy thing enough. These are all things that you can use to your favor in order to build that virality behind your video.

Ray Edwards (09:37):

Now you had something similar happen with another client in the last few days, didn't you?

Bryan Switalski (09:42):

Yeah. So another colleague of mine, we kind of work in like the small kind of mastermind of just understanding the platform and experimenting together. He ended up doing, what's called a stitch and basically that's building off of somebody else's piece of content out on TikTok and then creating kind of like your own ending to it. And it was a really funny video of, you know, I think it was like a chiropractic kind of thing. The technique was really kind of questionable and he ends it in a really funny way. That video that he posted has over 3 million views today and he posted it about two or three days ago.

Ray Edwards (10:17):

Wow. Now what's that account. If we want to go follow that on TikTok?

Bryan Switalski (10:21):

That account is Titus Of All Time. Uh, and he does kind of local Hawaiian TikTok magic. So if you're familiar with some of like the TikTok magicians or something like that, it's a lot of quick effects and stuff. Very entertaining account, a lot of local humor. It's it's really good.

Ray Edwards (10:39):

Okay. That's super quirky. And to think he got that kind of viewership with that sort of channel or channels, not even a channel just account on TikTok is pretty amazing. So what do we learn from this? Like what's the how to for business owners, if I'm a, I'm a marketing consultant or I'm an author, I have books give speeches about, or just the kinds of businesses we tend to encounter as we're going about our work Bryan, what's the takeaway for those folks? What do we do with this?

Bryan Switalski (11:09):

I think the, the main string of thread that connects, let's say both of these accounts and what I've seen work with some other clients is that they've niched down. They've created their own content based off of kind of like a topic. So for All Around Athlete, it's sports in general, but more aimed towards a younger audience. With Titus of All Time, he's created a unique niche

for himself, but the key there is being consistent. So a majority of his videos are that local style TikTok magic kind of style of video. So that's what you can expect when you go to his account. So if you ever encounter his content for the first time, and you go to his page, check him out, you're going to find more of those pieces of content on it, which helps you orient what you can expect from the, from the content creator as a consumer. So it encourages you to follow. And in that sense, you kind of have a space in people's mind that they can go to going like, oh yeah, I want to learn a little bit more about sports today. I'll go check out All Around Athlete. It helps you just orient in a space where there's thousands of thousands of videos going through your feed every day.

Ray Edwards (12:19):

So let's say that I'm somebody I give maybe relationship advice. I'm thinking about what kind of content can I create for TikTok? What do we do? How do we know what the, the most viral kind of content for us to create is going to be? How do we get over the hurdle of making that first video?

Bryan Switalski (12:35):

Yeah, I think for the person who would be creating relationship advice, I would post a nugget of wisdom, a piece of relationship advice as your first piece of content and start there. Your first video might not be the most successful one, but I think you'll be actually really surprised at the results that you get. Even with the first video with zero followers. Um, it has, uh, it has a chance to, to hit a ton of, uh, different people, even though you don't have any kind of following. So putting out that content and being consistent, you don't have to post every day. You really don't have to post every day. There's a lot of people out there who will say you have to post every day to be successful over TikTok. Now posting at any type of frequency or consistency is a good practice, but I'll tell you the truth. You know, All Around Athlete, hasn't been posting every day on his account to hit this. Would he have benefited from posting more probably, but he doesn't have to, he's chosen to create content at his own pace and distribute it when he enjoys it, when he thinks it's at a good place and is worthy of sharing.

Ray Edwards (13:38):

So is it fair to say then think about what kind of content you want to produce, that you want people to be following you for, start making the videos and then just pay attention to what catches on. You're going to, you're going to figure out this kind of video, this kind of topic for me works and keep making those.

Bryan Switalski (13:56):

Yeah. And that's, I'd say the second key to, uh, having this kind of viral success. You have a video that right after that one, that Hunter blew up with, with All Around Athlete, the followup to that was another talking baseball video, which has over 600,000 views on that one. So, but combine those two videos have over a million views. It's it's really nuts, but you want, wanna, you want to look at what your audience is, value validating as well. If you put out a piece of content that you enjoy and it sticks, it's the sticky noodle test, you know, you create more of those. That's when you know, you know, it's done and you've hit, you've hit something in the, in the human zeitgeist.

Ray Edwards (14:34):

Yeah, Yeah, for sure. And I, I know that people and accounts that I follow on TikTok, that I like their stuff, I've, since we've had this, these discussions, I've gone back and looked at their earliest videos and I see a pattern of most of the bigger, more successful people on TikTok started doing a lot of different things, just like trying things to see what would work. So I

don't think we need, we don't need to feel bad, do we, if we haven't quite got it figured out yet, we can do, we should just get on there and start making stuff and see what happens.

Bryan Switalski (15:02):

Yeah. A lot of, a lot of the process of figuring it out is actually doing it. Um, so waiting to have a perfect content to be able to release is it's just going to have you tripped up. It's going to have you, uh, putting less things out. Um, the key is to keep on putting, uh, putting things out. Commit it. Ship it, to ship it to your account so people can encounter it. And don't say no to something that might be good for, for your audience. Let your audience decide whether it's something that they enjoy. Um, you don't have to feel so insecure about your content and everything like that. If you put something out there and have some major regrets about it, you can always make that video private after.

Ray Edwards (15:42):

Yeah. And let's talk about some of the common objections that I hear people speaking about TikTok. TikTok is nothing but dancing videos and teenagers in bikini's, and that kind of stuff. Is that true or false?

Bryan Switalski (15:54):

No, that's false. Although that's kind of how the app started in, in the sense of like, it was a lot of dancing videos. You had the whole sound feature. That's how they built the app was basically creating these music tracks and a lot of people posted dancing videos to it. So I understand why, you know, a lot of people think, oh, it's just a dancing app for teenagers. The truth is it's got over 14.3 million adults on it over the last 18 months. And they make up over 50% of the people who are actually on the app itself. So there, it's not just for teenagers and the majority of content, you know, if you, if you enjoy dancing content and everything like that, then that's what you're going to get in your feed. If not TikTok, will find out what's for you. And they do this same thing for people who are in your audience as well. So if people want marketing advice or if they want business consultation or anything like that, TikTok will find the right people for your content if it's positioned in the right way. And if it's worthy of their attention

Ray Edwards (16:56):

And you know, I, I'm kind of amused by people who say, well, it's nothing but a waste of time. I wouldn't spend my time on their, to which I would say maybe you should. Because one thing we know about marketing is we need to go where audiences or our customers are and meet them there and talk to them there. And right now your customers, whether you'd believe it or not, whether you know it or not, they're on TikTok, aren't they Bryan?

Bryan Switalski (17:16):

Yeah. And I think we're in a battle for attention. The people competing for attention, aren't all just social media platforms. Um, you've got Netflix competing for these people's attention. I was just reading an article today that, you know, the average monthly time spent watching Netflix is about eight hours and 54 minutes a month. But the average daily time on TikTok is 52 minutes, which calculates out to 26 hours per month.

Ray Edwards (17:44):

Wow.

Bryan Switalski (17:44):

TikTok has 26 hours on average of a person's time per month. Whereas Netflix has eight hours and 54 minutes. So where we're spending our time has drastically changed. And it makes a lot of sense because a lot of people don't have the greatest attention spans. So it makes sense that we've got a platform now that has a lot more short form content and why human beings are spending so much time on it.

Ray Edwards (18:10):

So how long if I'm a business owner and I want to start experimenting with TikTok, how long is it going to take me to create this content and see whether it was going to work for me or not?

Bryan Switalski (18:20):

You can spend as much time as you want on your content, or as little time as you want. I created a short little video this morning and it took me no more than 20 seconds to create and really shorter content is what works very well on this platform. Um, I created a little stitch with somebody's, uh, device this morning and presses buttons for you. It was an Amazon recommended product or something like that. This thing, presses buttons for you around your house manually. So I looked at that and I was like, how ridiculous is this? And would this actually worked for my home? And then I was thinking about my own, cause they were, um, they were displaying this coffee, coffee machine and how it would make you this espresso. And I've got like my little Keurig at home. And my reason for waking up in the morning is to push that button on the Keurig thing, that's what gets my feet on the floor. So I just stringed a little stitch of that. I looked at the video and create my own face and my own expression to this video and me pushing a button under a Keurig, I don't know whether that's worth my time or my, or my money, spending on this little device. Maybe it's for somebody else. But I thought it was something fun to share. So that, creating that video, it was literally just hitting record on the app. It took me no more than 15 seconds. For other people like, like hunter, he spends, you know, a good like hour on his content, but a lot of people will spend that much time creating the content, and this is it's a content game in order to reach your customers. So you really want to be on the platform where people attention is. And right now that's TikTok.

Ray Edwards (19:51):

And we should be clear, Hunter enjoys doing that, right?

Bryan Switalski (19:54):

Oh, Hunter loves doing that. There's aspects to his business that I think he wants to delegate out as he grows and expands just like any entrepreneur, but he has a really good solid why. Why he wakes up. Why he does what he does, and that's to help kids get encouraged into sports, get better into sports. These kinds of kids need positive role models and voices that are helping them become their best and really gaining internal fortitude for what the type of support is going to demand of them if that's what they want to pursue in the world.

Ray Edwards (20:27):

So using TikTok to grow your business and do good. Think about that for a minute. And then Bryan, you've got a resource for us do you?

Bryan Switalski (20:35):

Yeah. I've got a quick viral guide on TikTok. Uh, it's about six steps that you can take to kind of focus your content and hone things in. So it gets that kind of explosive growth. That's at mxviralmethod.com.

Ray Edwards (20:51):

mxviralmethod.com. We'll have a link in the show notes. I really recommend you get this guide. Bryan is a guy who knows what's happening on TikTok. He's making it happen for his clients. He can help you make it happen, and you really should be there because this is where your people are. They're on TikTok. Trust me, I know. I've been hanging out with them. They've been talking about you. You got to get over there. Okay. I might be exaggerating a little bit, but not really. Bryan, thank you so much for joining us for this TikTok quick hit lesson of great import for some people. I'm looking forward to getting some testimonials back from people who listened to this podcast, took action on what you recommended and started growing their TikTok. I know we're going to hear from those stories. Can't wait to hear those. And what's your TikTok, Bryan?

Bryan Switalski (21:31):

You can follow me at bswisshd on TikTok. I've just started a brand new account, just to try out this stuff. So please give it a follow if you like marketing advice or quirky coffee videos.

Ray Edwards (21:44):

Both. I like both. Thanks Bryan. When you work with Bryan, you know exactly what you're going to get, you're going to get growth. That's the truth. Check out the link, get the resource guide and I'll see you on TikTok. Until next week, God bless you and your business. I pray that you live long and prosper.

Announcer (22:07):

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