

MALLORY WELCH

The Simple Checklist to Sell on TikTok, Instagram, Facebook, YouTube & More

Sell your products on social media without the headache



Increase brand awareness and revenue!



shop



YouTube



Selling your products directly on **TikTok Shop, Instagram, Facebook, YouTube**, or the **Shopify Shop App** is a game-changer for sales.

But here is the catch: social media platforms use automated bots to review applications, and they reject **thousands** of stores daily for tiny mistakes.

Before you try to link your Wix, Squarespace, or Shopify store to social media, **use this quick guide** to make sure everything gets **approved** smoothly.



Let's go through the **4 easy steps**:

1

Your Business Info **Must** Match

Social media apps are strict about security. If your business info doesn't match your store profiles exactly, they will ban or reject your account.

- **The Letter-for-Letter Rule:** The name and address on your ID, your business registration (like an LLC), your bank account, and your shipping address must be identical. If your ID says "Robert" but your bank account says "Bob", the app's computer will automatically reject you.
- **Have Your Documents Ready:** Keep clean, uncropped photos of your ID (like a driver's license or passport) and your tax paperwork (SSN or EIN) handy on your computer.
- **Don't Start with a Blank Page:** Instagram, Facebook, and YouTube want to see that you are a real business. If you try to open a shop on a brand-new social account with zero posts or followers, they will flag it as risky.



2

Fix Your Website Settings Behind the Scenes

Social apps **will not let you sell** if your website **looks unsafe** or **unsecure**.

- **Make Products Public:** Make sure your **website** is **live** and **open** to the public, and that your products are **published**. If your store has a "Coming Soon" page or a password block, the reviewers can't see your items and **will reject you**.
- **Prove You Own Your Domain:** TikTok and Meta (Instagram/Facebook) will ask you to **copy a specific code** from their app and paste it into your website settings (like GoDaddy or Namecheap). This **proves** you actually own your website.
- **Make Sure Your Emails Work:** Your backend **settings** need to be configured **correctly** so that your customer receipts don't end up in the **spam** folder. If your emails look like spam, the apps **won't** trust your business.



3

Look into **each** platform's **specific** set of selling **rules**

Every app has different hurdles. Make sure you clear these basic checks:

- **Instagram & Facebook:** You must change your personal Instagram account to a free "Professional/Business" account and link it to a Facebook **business page**.
- **TikTok Shop:** TikTok is incredibly strict about **shipping**. You must type in your **exact warehouse** or **shipping address** before you even upload a product. Also, **they hate boring pictures**—they want clean, bright photos that show your product in action.
- **YouTube:** Your YouTube channel must be **officially approved** to earn money (the **YouTube Partner Program**) before you can display products under your videos.
- **Shopify Shop App:** You must use **Shopify Payments** and use real shipping trackers so customers can watch their package arrive inside the app.



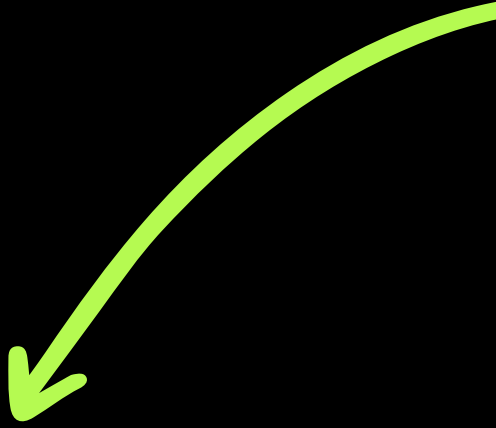
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Double-Check Your Products

Make sure your product list looks clean and organized.

- **Physical Items Only:** You can only sell physical products (things you physically pack and ship) on social media shops. You cannot sell digital downloads, services, or restricted items like alcohol and supplements.
- **Keep Track of What's in Stock:** Make sure your website inventory is accurate. If an item sells out on your site but stays active on TikTok or Instagram, you'll be forced to cancel orders, which will destroy your store's rating.





Need More Help?

I can assist you with setting up your online shop, social media marketing, branding strategy and more!

BOOK A CONSULTATION

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