Make Money on TikTok (From Kenya)

What actually pays for Kenyan creators — and what does not.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

The truth first

TikTok's Creator Rewards Program (paid views) is not open to accounts based in Kenya. Many "how to get paid per view" videos are wrong or use tricks that break the rules (like faking your country) and can get your account banned. The good news: there are real ways to earn.

1. LIVE gifts

- Viewers send gifts during your LIVE; gifts turn into Diamonds you can cash out.
- You must be 18+ to receive gifts, and TikTok sets a follower minimum (check your app — it varies).
- Good LIVE formats: Q&A; in your niche, cooking, music, games, tutorials, study-with-me.
- Greet people by name, set a goal on screen, go LIVE at the same time each week.
- Never ask minors for gifts and never promise anything in return for gifts.

2. Brand deals (the biggest earner for most)

Local brands pay creators to show their products: restaurants, salons, boutiques, betting-free apps, schools, phone shops. You do not need millions of followers — a focused audience of 5,000 in one town can be valuable to a local shop.

- Make a one-page media kit: who you are, followers, average views, audience location, 3 best videos, your price.
- Pitch 10 local businesses a week by DM (see the Social Media Manager guide for templates).
- Always agree the price, number of videos and deadline in writing before you start.
- Mark paid posts as ads using TikTok's content disclosure setting.

3. Sell your own thing

- Products: clothes, food, crafts — use TikTok to show them, WhatsApp to take orders, M-Pesa to get paid.
- Services: makeup, braiding, photography, tutoring, CV writing.
- Digital: an eBook or template (see the "Sell Your Own eBook" guide).

4. Affiliate links

Share products from shops with affiliate programs (Jumia, Kilimall and others) and earn a commission on sales through your link. Put the link in your bio or a link page.

5. Grow an audience worth paying

Do	Avoid
One clear niche	Posting random things every day
Hook in the first second	Long intros
Reply to comments with videos	Buying followers
Post 4 to 5 times a week for 6+ weeks	Giving up after 2 weeks
Original sounds and ideas	Reposting other creators

6. Protect your account

- Two-step verification on; never share your login codes.
- Anyone selling "monetized accounts" or "US accounts" is selling a ban — avoid.
- Kenya taxes digital income: keep records of what you earn.