

TikTok Shop Seller Setup — United States

Concise checklist for opening and verifying a TikTok Shop seller account in this country. Use during onboarding and keep a copy for audits. Policies may change.

1) Requirements Overview

- Entity: Sole proprietor, LLC or Corporation; state registration for companies.
- Identity: US passport/State ID/Driver's licence of owner or responsible officer.
- Address: Proof of US address (recent bank statement or utility bill).
- Tax: EIN (business) or SSN (sole props); marketplace tax forms (W-9/W-8 as applicable).
- Sales tax: Determine nexus; permits may be required in certain states (marketplace facilitator rules also apply).
- Banking: US business bank account (matching entity) or permitted payout provider.
- Security: Business email and phone; enable 2FA.

2) Documents to Prepare (Upload Clear, Matching Details)

- Government ID of owner/responsible officer.
- Articles of Organization/Incorporation or state business registration (for LLC/Corp).
- IRS EIN letter (if applicable).
- Proof of US address (≤ 3 months).
- Bank statement (account name must match entity or sole prop name).

3) Step-by-Step Onboarding

- 1 Create/convert TikTok account to business use and enable 2FA.
- 2 Open TikTok Shop Seller Centre → select United States and seller type.
- 3 Complete KYC/KYB: submit ID, business registration, and address proof.
- 4 Add tax information per local rules (VAT/GST/Sales tax).
- 5 Connect a payout bank account in your legal/individual name.
- 6 Configure shop profile: logo, description, support email/phone, returns policy.
- 7 List products with accurate data; upload compliance documents where required.
- 8 Wait for verification (typical 1–3 business days if documents are clear).

4) Product Compliance (Examples)

- Electronics: FCC compliance; product safety documentation.
- Children's products: CPSIA testing & tracking labels.
- Cosmetics/OTC/food: FDA rules where applicable; ingredient & labeling compliance.
- Lithium batteries: UN38.3 & shipping restrictions.

5) Tax & Legal Notes

- Marketplace facilitator laws often shift collection/remittance to the marketplace, but confirm obligations by state.
- Maintain records for state audits and federal income tax.
- Consider product liability coverage and proper labeling.

6) Common Errors (and Quick Fixes)

- Name mismatches between bank, business registration, and application → standardise exactly (including punctuation).
- Blurry or cropped document uploads → rescan in colour and include full page.
- Old address on statements → update bank/utility details before uploading.
- Missing local tax IDs when listing imported/regulated goods → register or adjust model while awaiting numbers.
- Wrong certificates for category → upload test reports matching exact model/SKU and brand.

Disclaimer: This checklist is informational and not legal/tax advice. Confirm current rules with official sources or a qualified advisor.