

TIKTOK TAROT:

Reading Tarot in the Age of the Algorithm

Mystic South
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WORKSHOP STRUCTURE

Our agenda

- Background
- Our expectations
- Our experiences and observations
- Why get involved?
- How to get involved
- Times of Troubles

ABOUT US

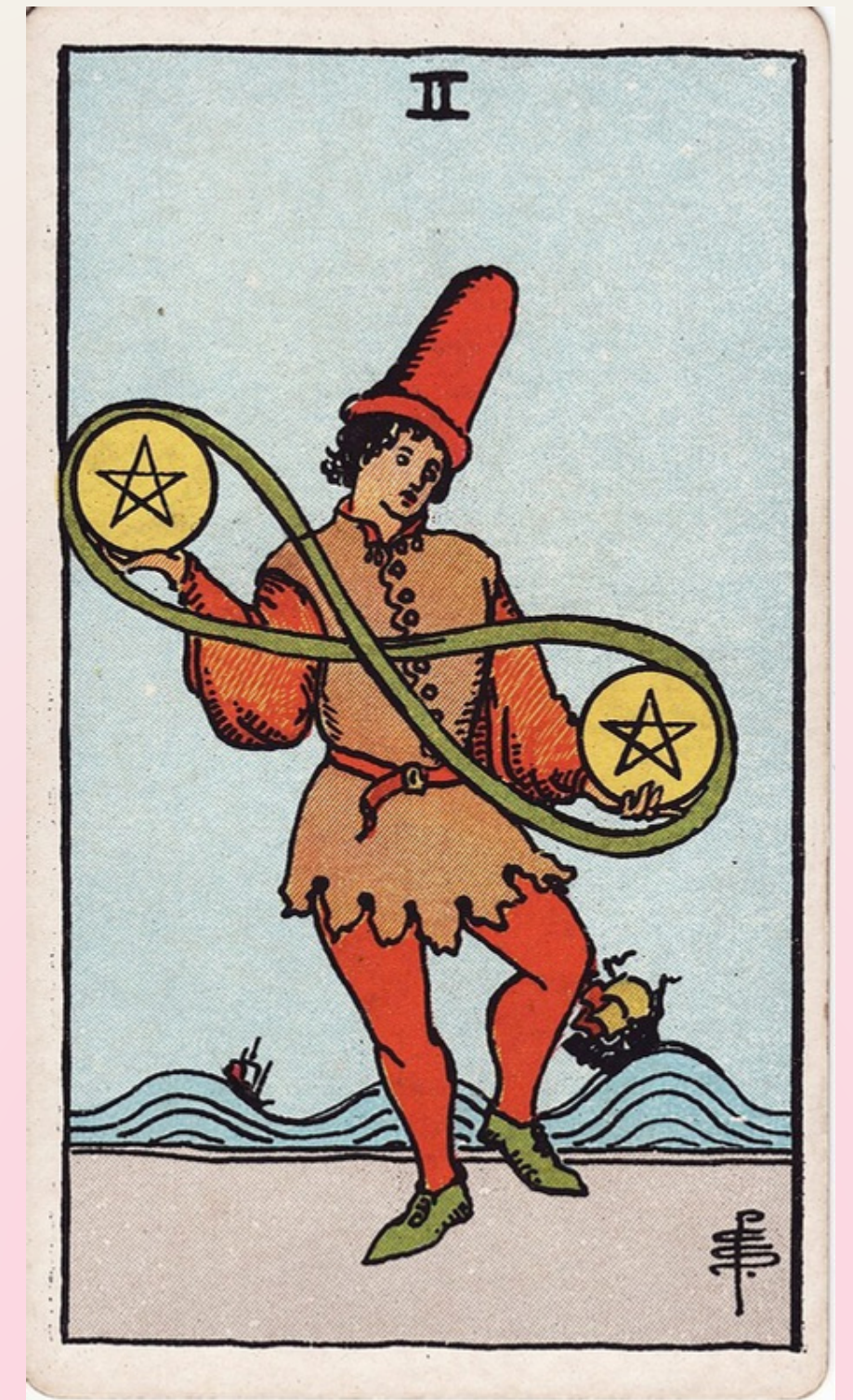
70 years combined Tarot experience

- Professional readers
- Tarot teachers
- Tarot, Lenormand, Playing Cards, Oracle Decks, Sibila, Scopa
- Folk magic, ceremonial magic, asian religions and eastern philosophy
- Brent - BS in Physics, Minors in Math and Asian Studies



HISTORY AND EVOLUTION OF TAROT

- Origins: A game of the wealthy & a didactic tool (1400s)
- Transformation over time (1800s) as a holder of esoteric secrets...and a parlor game
- Recent Past: Carnivals, metaphysical shops, seedy parts of town
- Today: Boutiques, psychic fairs, tool of life coaches, social media



THIS IS A FRONTIER

A new era, and further democratization

Algorithm driven (all the good and all the bad of social media)

International, different cultures, languages, and perspectives

A source of innovation

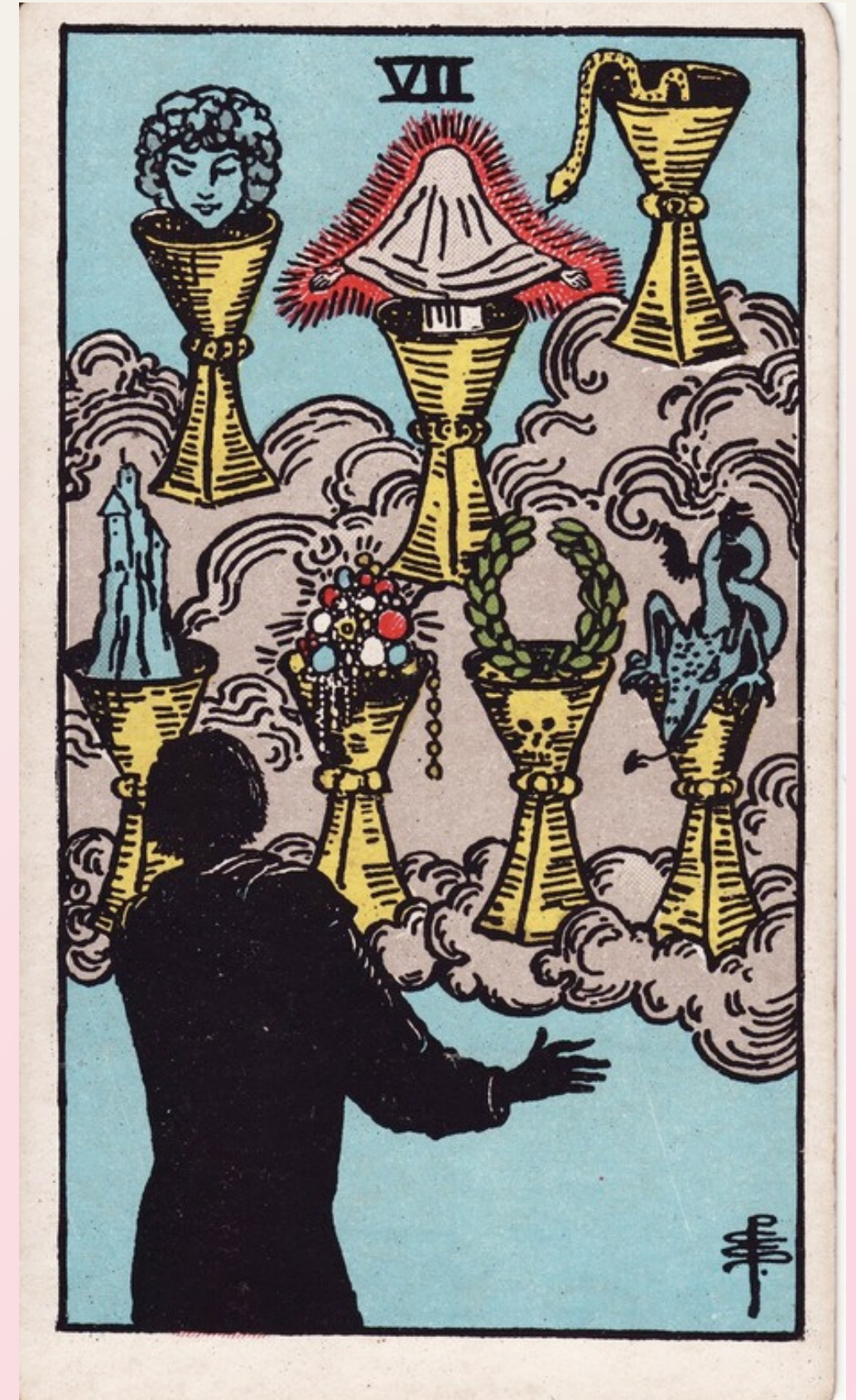


FIRST IMPRESSIONS

Someone's first experience of tarot may set their expectations for life.

OUR FIRST IMPRESSIONS OF TIKTOK DIVINATION

- Scattered & hectic
- Inaccurate interpretations
- Strange pricing methods – by type of reading or number of cards
- Strange reading methods



FURTHER IMPRESSIONS

Familliar Ground	TT
Slightly less expectation of freebies	Expectation of freebies
Single Deck	Multiple Decks
Pay by Reading Length	Pay by Topic or Number of Cards
Shuffling	Shuffling, banging, knocking
Multicard Readings	One Card Pulls

TAROT READING AS PERFORMANCE

- Traditionally seen as intimate and private, readings increasingly public
- Audience participation – skilled and unskilled
- Keeping the attention of an audience/personal style

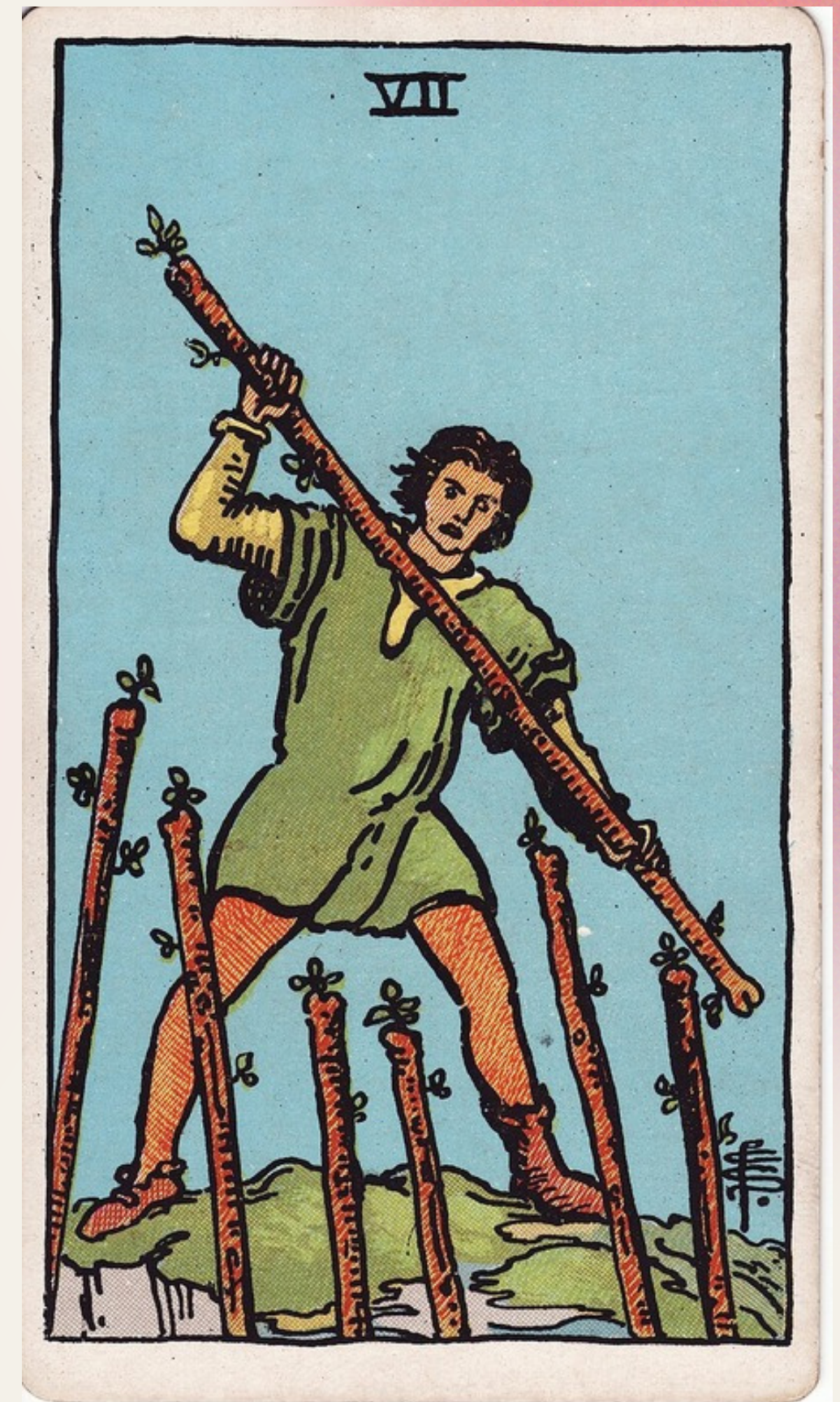


WHAT'S MISSING?

- What's different?
- What's bad?
- What's good?
- What's missing?

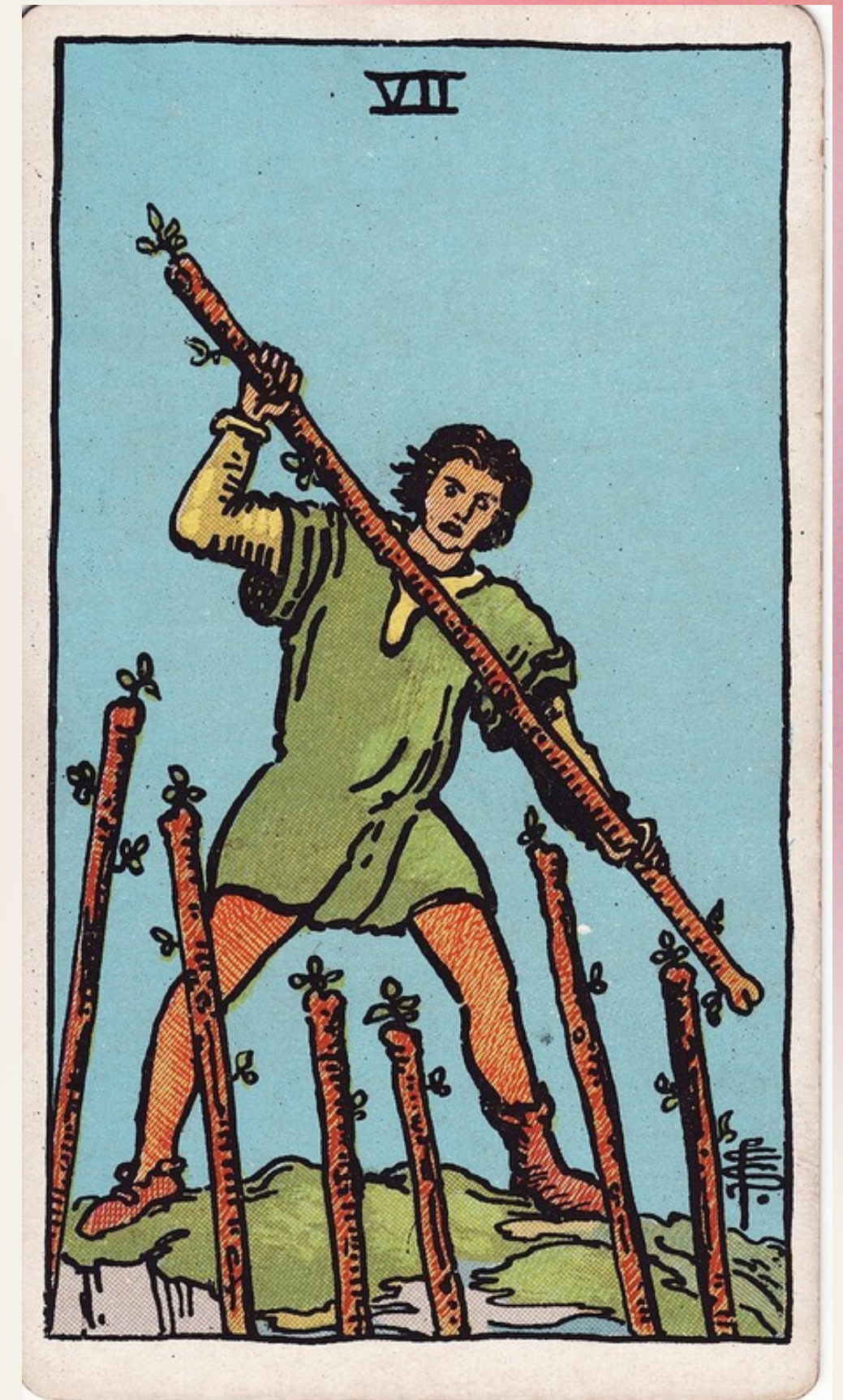
THIS IS A FRONTIER

- Democratization - the process that allowed access to cards now allows access to professional readers\
- Opportunities to grow
 - Business
 - Community



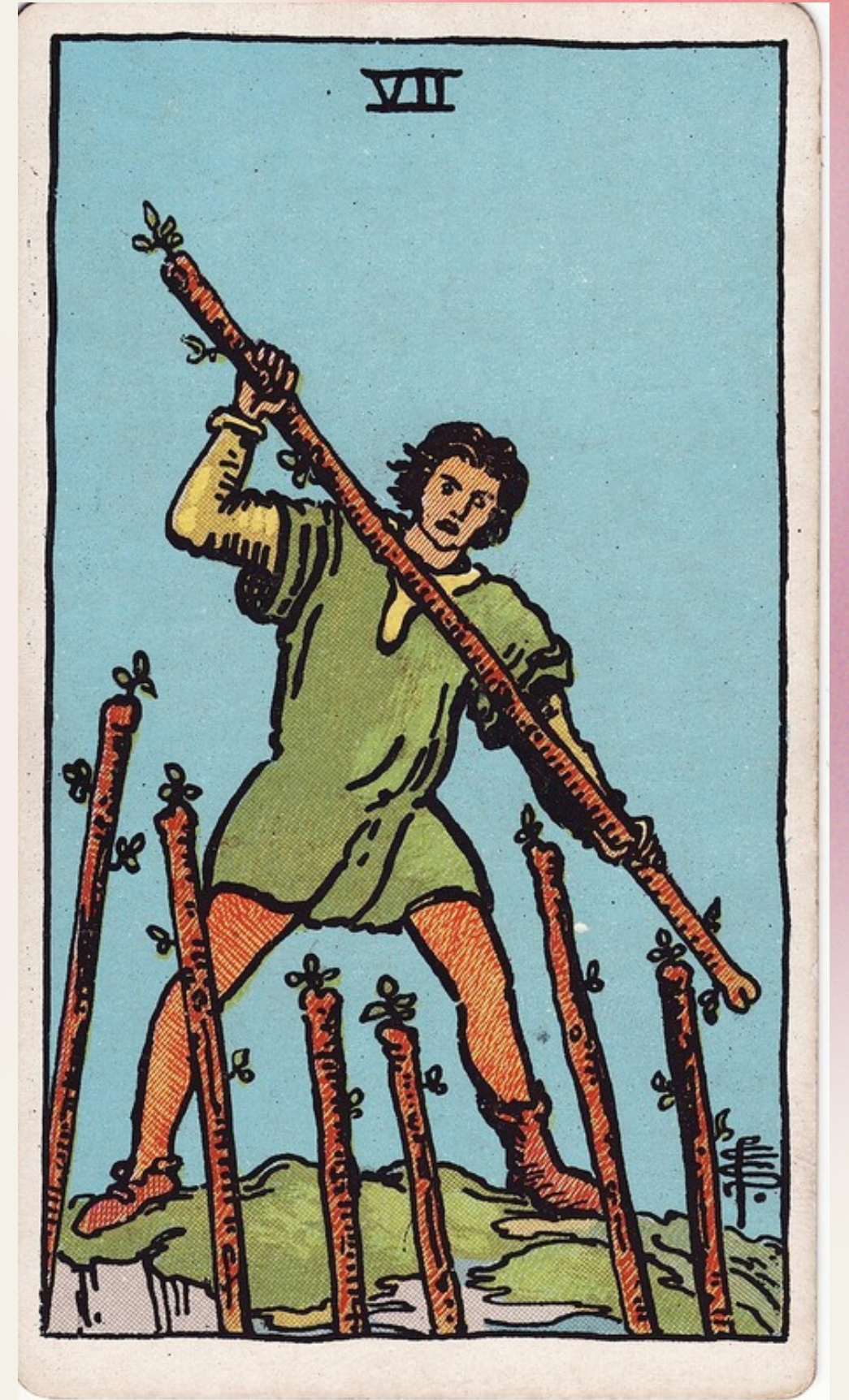
WHAT'S MISSING - YOU

- Traditional reading styles
- For older readers, lived experience
- Your personal style



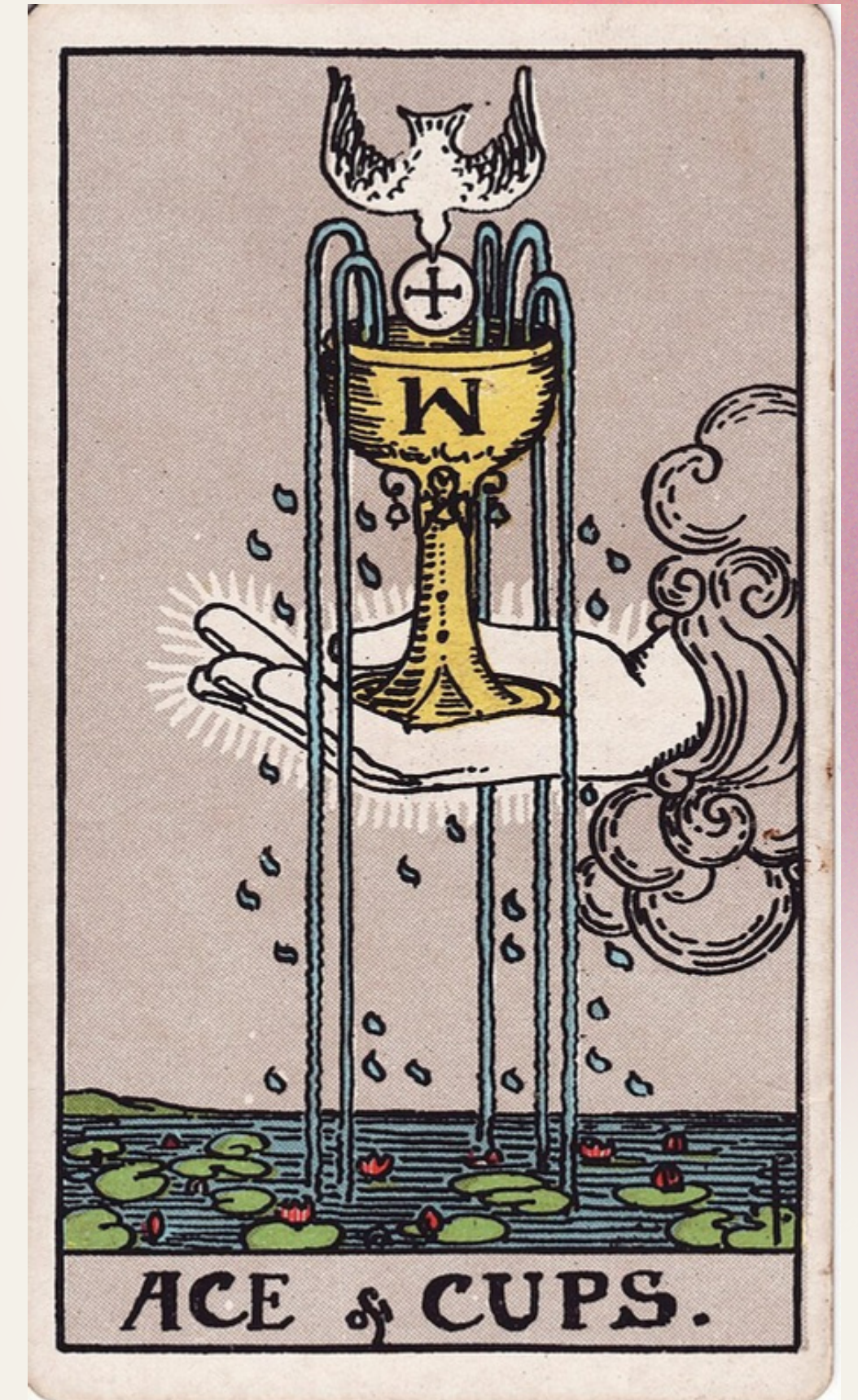
GETTING INVOLVED – BASIC SETUP

- Low tech vs high tech



BRINGING YOUR PRACTICE TO TIKTOK

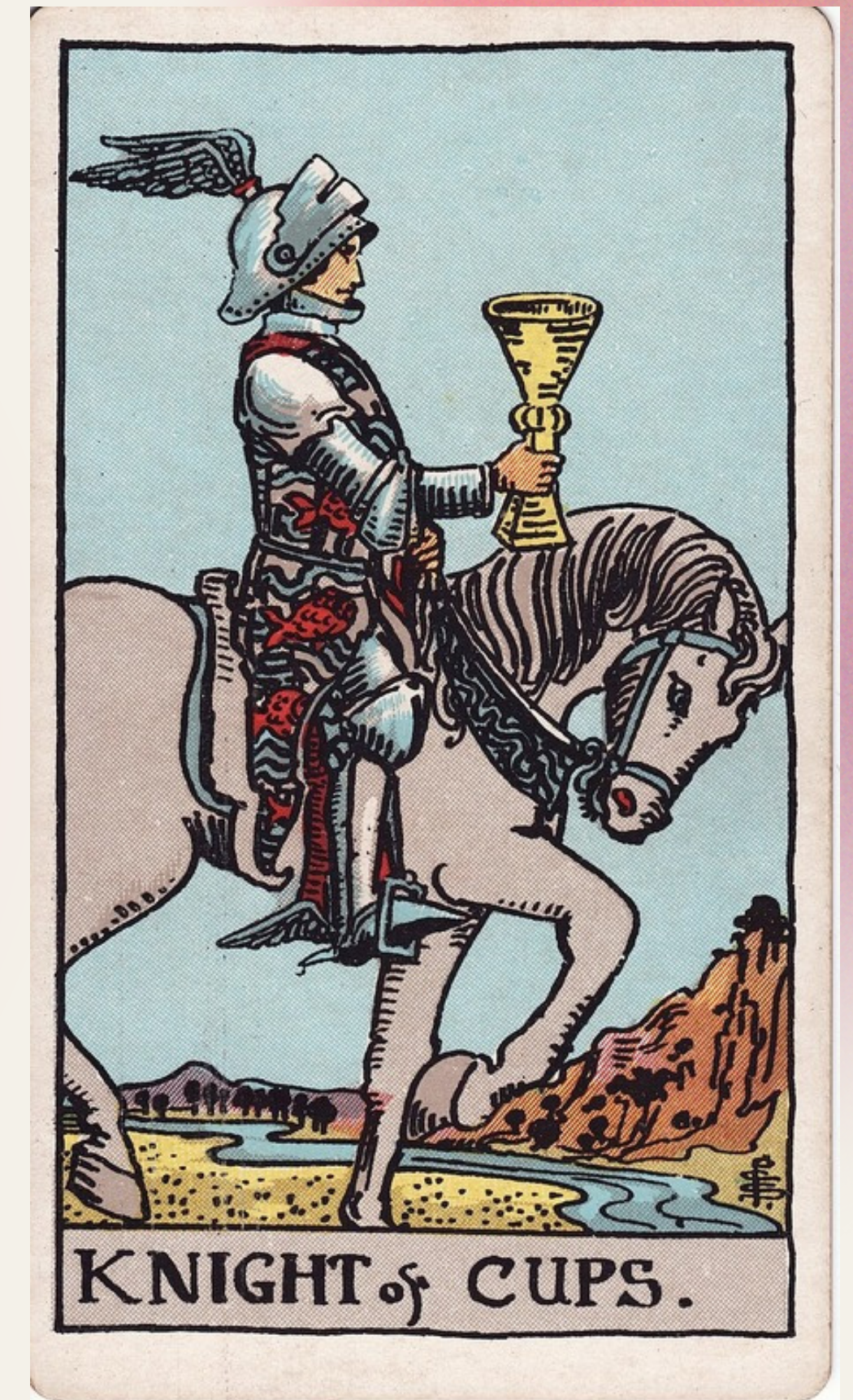
- Pick your goal and focus
- Do your research!
- Start small
- Build in public
- Be consistent



THINGS YOU'LL RUN INTO

Challenges

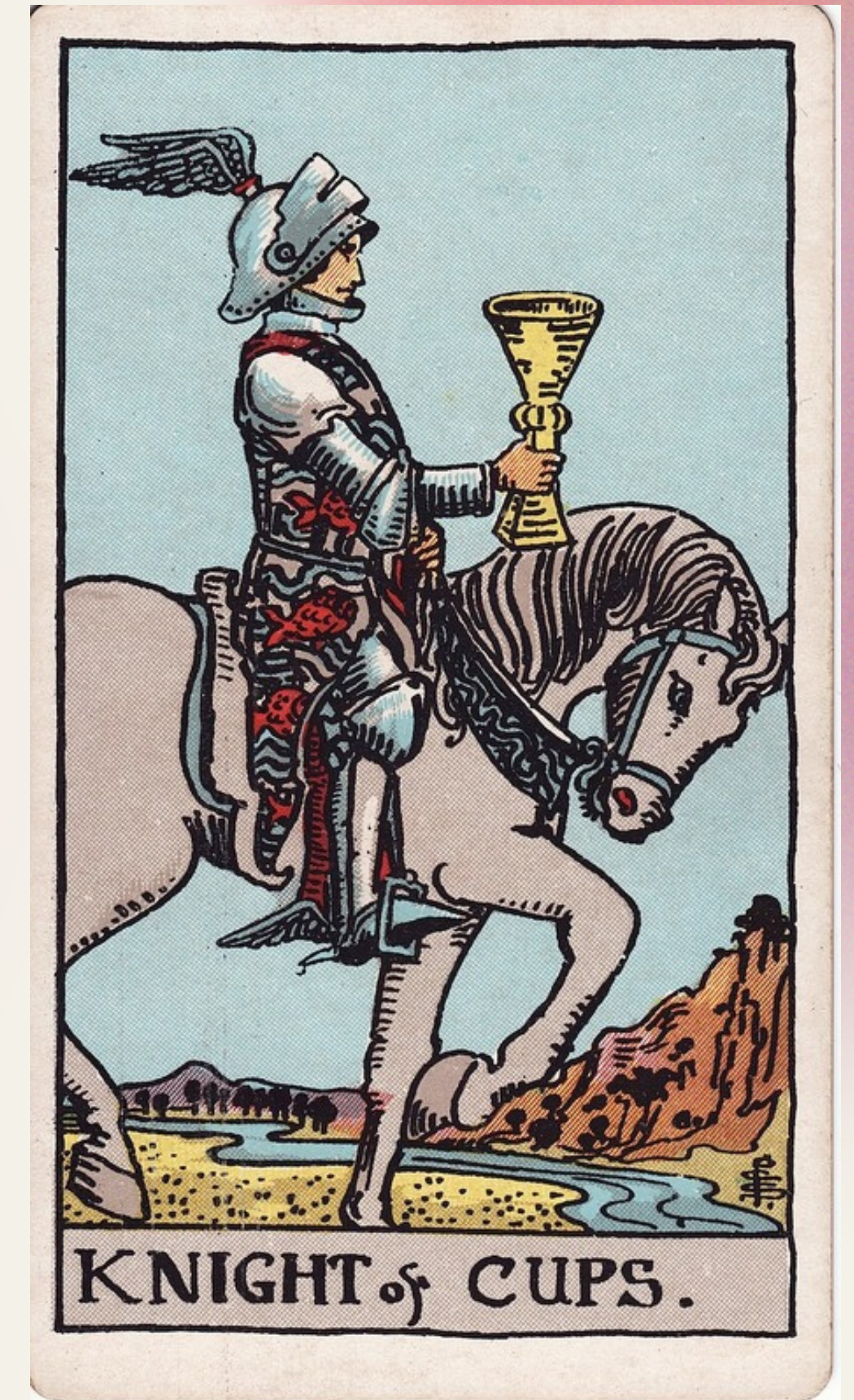
- Constant change
- Imitation
- Catching and keeping attention
- Agencies
- Distractions
- Deographics



THINGS YOU'LL RUN INTO

Opportunities

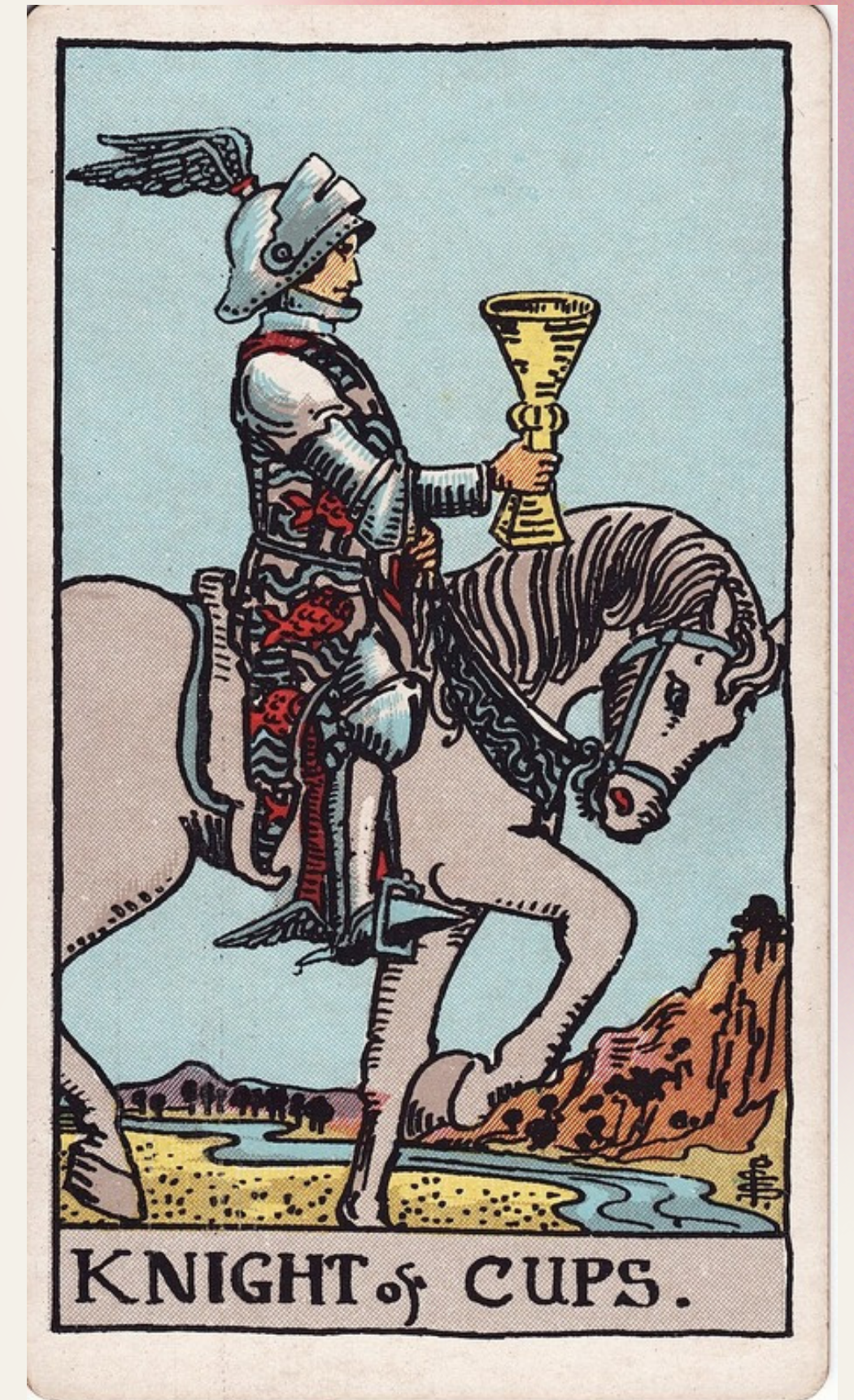
- Build a community
- Share your wisdom
- Build your practice
- Stay current with trends



THINGS YOU'LL RUN INTO

Influences outside of TikTok

- Community
- Meet professionals of all fields
- Private Readings and Classes
- Magical collaborations
- Networking



Q&A

THANK YOU FOR LISTENING!



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