



TikTok Shop Affiliate

Change Your Life

Leo Woods



follow
me here!



Hi, I'm Leo.

Nice to meet you! A little background about me...

I started TikTok shop in September of 2023, and though I'm no Matt Kahla, I've been consistently putting out content across 2 accounts since that time, creating a second income for my family, and finally decided it was time to put together a TikTok shop guide that anyone can get started with.

What is this all about?

Once you are approved into the affiliate program, you can start promoting products that are available on TikTok Shop. You are not selling your own products at all, instead you are helping TikTok shop companies or brands sell their products by making videos and recommending products to the TikTok audience. When someone makes a purchase through your affiliate link, you earn a commission on that product (the amount varies, I'll get into that).

On the following pages, I'll give you some tips and tricks that have helped me generate thousands of dollars in commission (and counting!).

Aug 1, 2025 - Aug 31, 2025 (GMT-8)

Key data ⓘ

Attr. GMV
\$30.4K
-6.26%

Attr. items sold
1.8K
-21.21%

Est. commission
\$4.2K
-8.86%

Est. flat fee
\$0
+0%

Commission base
\$28.2K
-6.09%

Product impressions
1.7M
+50.58%



This was just last month!

Let's get started...

Once you get to 1000 followers, you are eligible to apply for the TikTok shop affiliate program. (If you need help getting there, let me know.)
That being said, let's assume you have been accepted and are ready to dive in - what's next?

Here is a quick breakdown of the steps that you will follow, and then we will walk through each of these in more detail.

HOW TO:

CHOOSE PRODUCTS TO SELL

REQUEST PRODUCTS TO SELL

ADD PRODUCTS TO SELL

CREATE A VIDEO SCRIPT

FILM THE PRODUCT

SEO, CAPTIONS and DESCRIPTIONS

ADD HASHTAGS

JOIN CAMPAIGNS

ADD THE LINK TO THE PRODUCT

AD AUTHORIZATION

GENERATE AD CODES FOR BRANDS

REPLY TO COMMENTS

CHECK YOUR COMMISSION

GET PAID!

I'll also cover some DOs/DON'Ts that I have learned along the way!

Let's quickly touch on the fine print...

DISCLAIMER

The advice in this book offers insights into becoming a TikTok shop affiliate, but individual results may vary, and success is not guaranteed. Earnings depend on factors like effort and market conditions. While the information is accurate to the best of my knowledge, the author makes no warranties regarding its completeness or accuracy. Readers should exercise their judgment and seek professional advice. The author is not liable for any financial gains or losses resulting from the information provided.

CHOOSING PRODUCTS

HOW TO CHOOSE PRODUCTS

There is a lot of information out there about choosing the products that you should promote. Some say that you should choose products in your niche. But I have found that to be a bit difficult. For example, my niche on one TikTok account started out as current event hot takes. That doesn't offer many choices on products that relate to that niche (aside from politically charged shirts and coffee cups :)

Here is what has worked for me:

PICK THE PRODUCTS THAT ARE ALREADY VIRAL.

You can use a site like [kalodata.com](https://www.kalodata.com) to research what is viral. Or, literally look at your “for you page.” Are you seeing the same shower scrubber brush in videos over and over again? Yep, it's viral. Don't think “oh it's too late... I have to order it... I have to wait for it to ship... I've missed the chance to promote it.” Most of the time, products stay viral for a while.

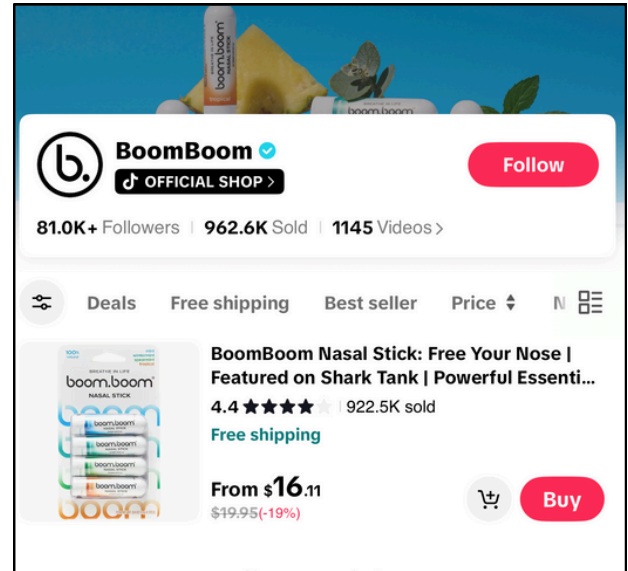
But even **if you pick a viral product, make sure you can relate to it.** If you *never* garden, don't pick the viral gardening tool. If you try to “sell” it and it doesn't seem authentic, the audience will rarely buy it. There are plenty of products to promote, just make sure you can relate to it, actually use it, and hopefully really like it!

Tip: If you really want to promote a viral product, sometimes it helps to buy it on another site that might ship faster. As long as you have the physical product in your video, it doesn't matter where you bought it from. Pro Tip: More than a few times I've even bought a product at the big box store, filmed it, and later returned it!

GETTING PRODUCTS

HOW TO GET PRODUCTS

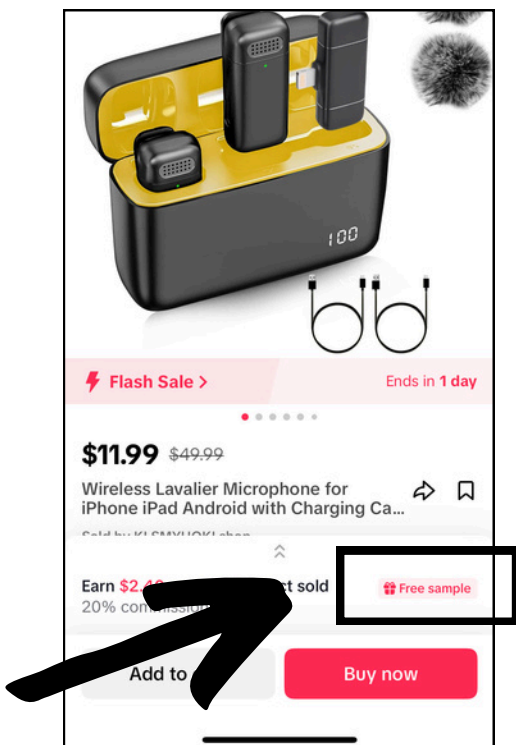
There are a few ways you can get products to promote as an affiliate. When you are first starting out as an affiliate, you may have to spend a little cash buying some of the products. But, there are SOOO many products on TTShop, that I recommend looking on the product marketplace and seeing if you already have that in your home. As an example, I'm a big fan of BoomBoom sticks. Those are sold on TTShop, so it's been a great product to promote and I didn't have to buy a thing!



FREE PRODUCTS

If you look on the product marketplace, you can sort for products that offer a free sample. Simply click to request a sample, and if approved, you'll then **have** 14 days to film a video on that product. I recommend nothing less than 5 videos per product because every one won't take off.

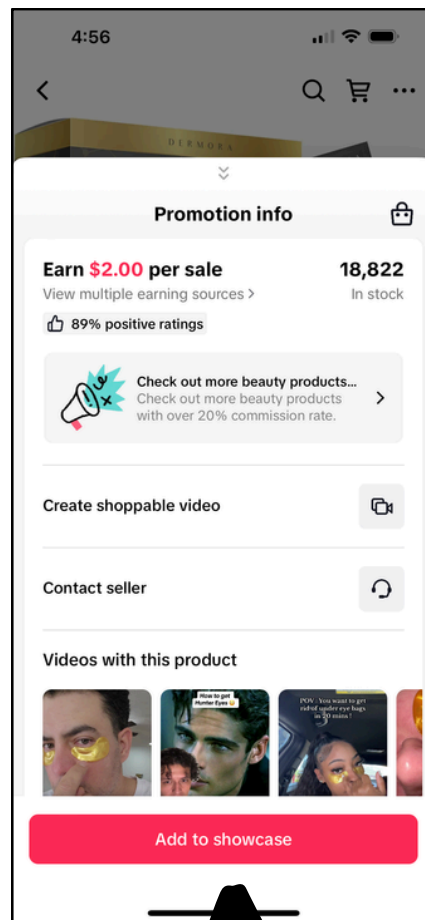
You won't be approved for all samples at first, but make some sales and keep it up! Once you have been doing this for a while, it can actually be quite overwhelming to keep track of all of the brands that are messaging or emailing you, offering to send you something for free!



ADDING PRODUCTS

ADD PRODUCTS TO YOUR SHOWCASE

Once you have the product you want to promote, the next step is to add it to your showcase on your account.



This will tell you the commission you can make per product (price and percentage).

Commission is usually 10-20%

Click this to add the product to your showcase. The product needs to be in your showcase if you want to link it to a video.

CREATING CONTENT

YOUR SCRIPT

Before filming, I find it's best to take a few moments to figure out what I want to say. I make bullets in a notes doc so I have a genuine script outline of what I want to be in my video. So, how do you figure out what to say?

Here are a few tips:

- read the product details and pull out a few key features
- read the reviews of the product to see if there are any potential challenges you might need to address (i.e. some people say these shoes run small!)
- read the comments on other videos with the product, you might find some nuggets to use in your video
- what is the target audience for the product? you can even address that audience right off the bat (i.e. if you have a kid going off to college, this is the perfect product)
- search for the product on TikTok and look at the other suggestions of what people are searching for as well (i.e. best car charger might lead you to best phone charger). Make sure to say/write all of the options in your video for increased reach
- **DO NOT** use the word “Amazon” or other brand names in your post. Even showing the logo of another brand can lead to violations.

best dog shampoo



When I searched for “best dog shampoo,” I get a list of other searches related to this topic

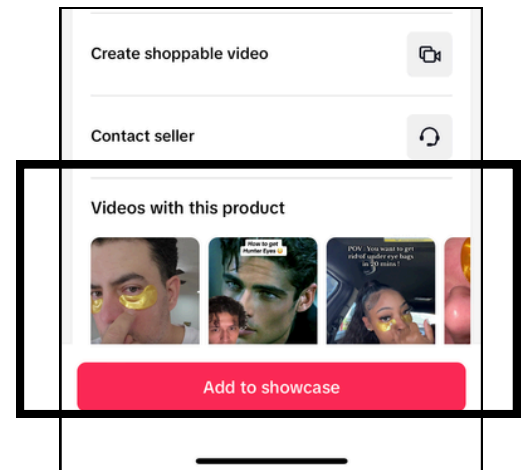
Others searched for

- Q best smelling professional...
- Q best dog shampoo vet app...
- Q best dog shampoo at wal...
- Q best dog deodorizer sham...
- Q highly recommended dog ...
- Q best safe dog shampoo
- Q dog shampoo recommend...
- Q vet recommended cat sha...
- Q best smelling dog shampoo

CREATING CONTENT

START WITH A HOOK

This is probably the MOST important part of your content creation for a product. There are many resources out there for hook ideas so start researching that as soon as you can. I recommend looking up hook ideas before getting started. You can also click on products to see samples of what other creators have made for that product. See what types of hooks seem to be working for that product.



VISUAL HOOKS

Once you have determined what your opening hook is going to be, think about other types of hooks you can use throughout the video. Adding text to your video (known as a visual hook) is a good way to keep your viewers engaged with your video. For example, if you are talking about a pair of earbuds, while you are showing the item in use, drop text on screen that mention a few features of the product.

Tip: Before you post your video, watch it in full. If there is any lull time, add some text to the screen. Even if it is just an emoji, it pulls the viewer in!

FILMING THE PRODUCT

BEST PRACTICES

You can find a lot of best practices for filming if you search in TikTok. But these main ones all ring true:

Good Lighting:

Lighting plays a crucial role in the quality of your video. Natural light is often the most flattering, so if possible, film your video during the day near a window. If filming indoors, use an LED selfie light to evenly light your scene.

Clear Audio:

Clear audio is essential for engaging TikTok videos. Use an external microphone or ensure that you're filming in a quiet environment with minimal background noise.

Tripod:

Use a tripod or stabilizer to keep your camera steady while filming, especially if you want to be hands-free.

Filming in TikTok vs. on Phone:

I actually just film much of my content within TikTok on my iPhone, but you can also upload content from outside the app. Either way works.



Equipment Recommendations
I Update This So Check Back!

WHAT MAKES A GOOD VIDEO?



THE HOOK (0-3 SECONDS)

Capture the audience's attention in the first few seconds with either a question, a surprising fact, or an intriguing visual.

Example: "Want to know how I used this product to make my life easier? Stick around!"



INTRODUCTION AND CONTEXT (3-5 SECONDS)

Briefly introduce what the video will be about. Keep it concise and clear. Example: "Today, I'll show you how to use it."



CONTENT (5-20 SECONDS)

Next, dive into the core content. Use a mix of text overlays, visuals, and narration to convey the message. Try to stay concise and on point. It's amazing how quickly an audience will scroll. Use interesting backgrounds, compelling visuals, and switch up your position to maintain interest. You can literally go from one side of the room to another! Cut between different scenes or shots, use filters, or add effects if you want. Have fun!



CTA (CALL-TO-ACTION) (20-30 SECONDS)

What's Next: Direct your audience on what action they should take after watching the video. Example: "If you want to make your life easier too, **click the cart below** to check this product out!" Say something like this in every video.



FOR EXTRA ENGAGEMENT

You can leave the audience with a question or challenge to boost engagement. Example: "Now it's your turn. Comment below to tell me how you want to use this product!"

SEO, CAPTIONS and DESCRIPTIONS

SEO + CAPTIONS

Essentially, you want the TikTok algorithm to know what you are talking about in your video. It's good practice to say keywords when you are talking about the product. Mention the product name or type of product. Add in other key search words (so if you are promoting a vacuum, also say "cleaning.") Once you get into the editing mode of your video, make sure you add captions (you can swipe them off the screen if you want, but make sure they are on). I also put a few lines of text that runs along the whole video (again, swiped offscreen).

Using the vacuum example, that text might be:

best vacuum
great vacuum for cleaning
cheapest vacuum
vacuum with the most suction

VIDEO DESCRIPTION

Video descriptions are another topic that have differing opinions. In my research, I've seen viral videos with three word descriptions and also viral videos with paragraphs. I try to make the description relatable to the video, include the product name, and add a call-to-action with a bit of urgency.

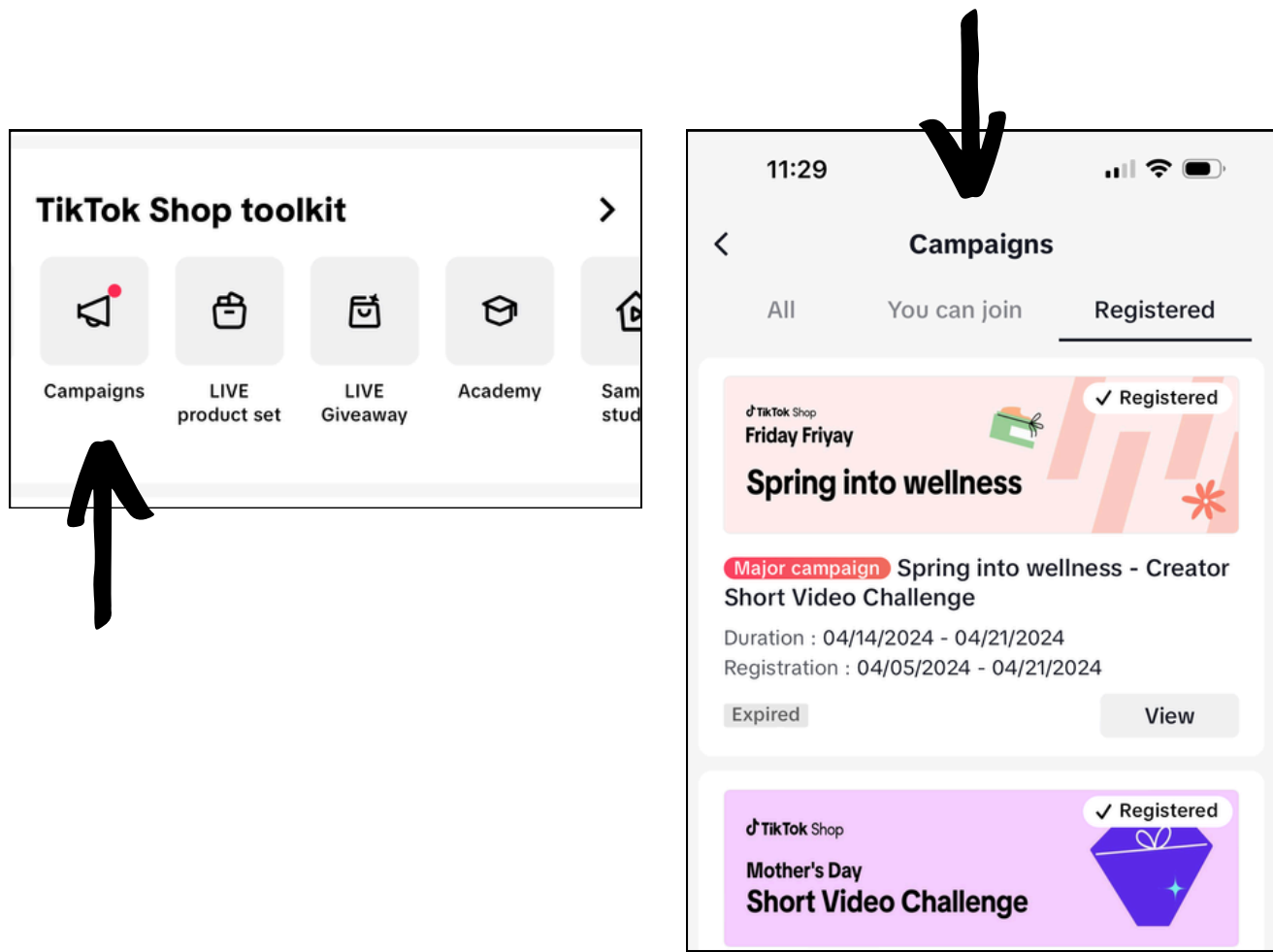
HASHTAGS & CAMPAIGNS

ADDING HASHTAGS

When adding hashtags to your description, try to include a combo of hashtags with a ton of uses AND some that don't have as many uses. Watch other videos to see the types of hashtags that are used for that product. At the time of making this, you can use 5 hashtags.

CAMPAIGNS

Once you become an affiliate, TikTok will start to invite you to register for campaigns (i.e. #TikTokShopMothersDay). They offer campaigns all of the time and do a combo of Short Video Challenges, Livestream, etc. It's pretty easy to register and once you get it, make sure to check the dates and use the hashtag with each post.

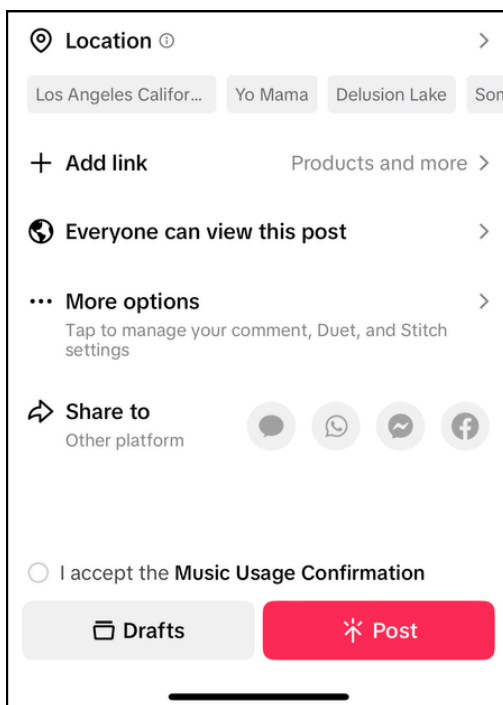


ADD THE PRODUCT LINK

DO NOT SKIP THIS STEP!!!!

Once you have your video filmed, the description and hashtags added, THIS IS THE FINAL STEP - adding the product link to your video.

Note: you can only add products that have already been added to your showcase. If you don't see your product, save the video as a draft and go back to add the product to your showcase. Then you can link it.



click here, click the “Post a product to your video” and scroll through the products until you find the one you want to promote. click the red “add” button

Tip: If you forget to add the product link to the video and it posts, select DELETE & RE-EDIT, and add the product! This option was not always available, consider yourself blessed! For the longest time, you were just out of luck!

TURN ADS ON

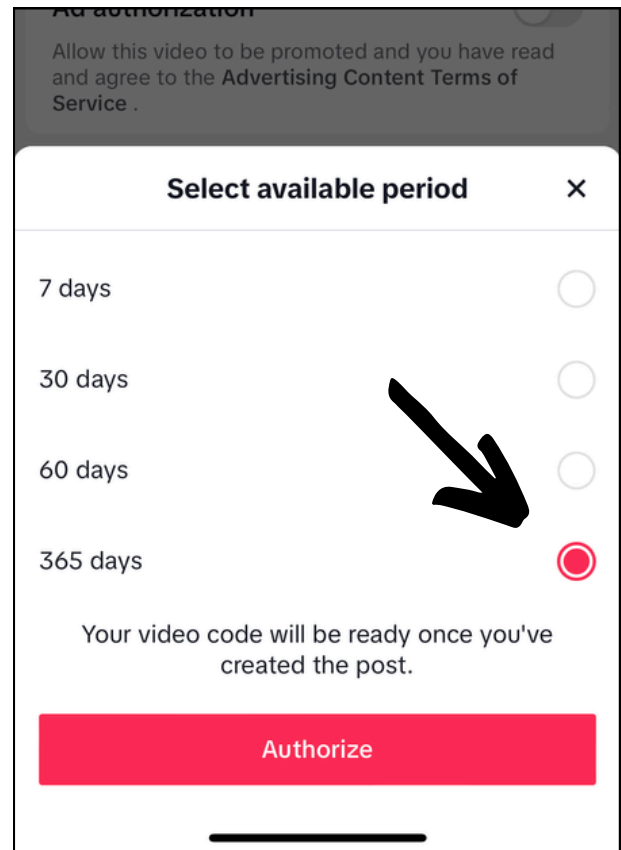
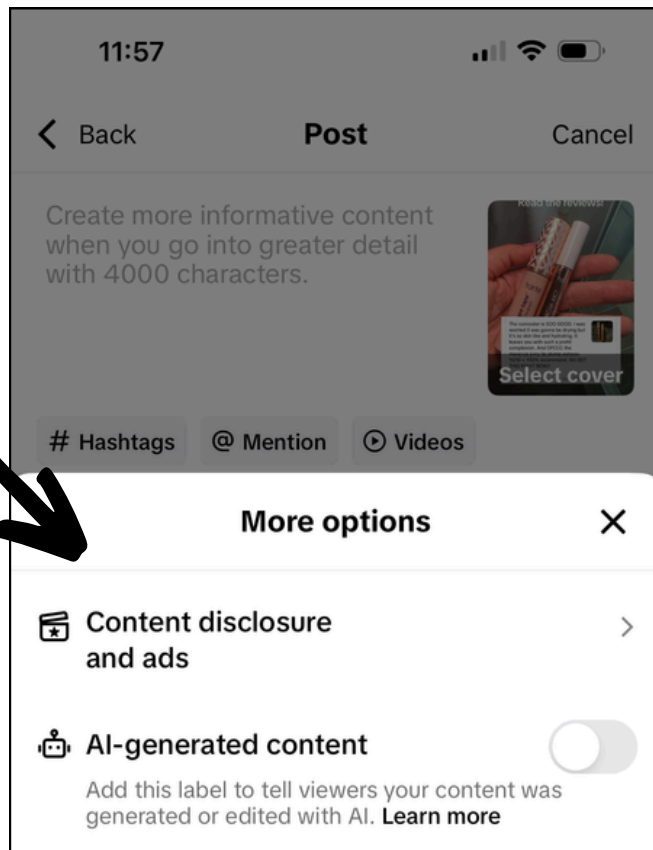
WHY TO TURN AD AUTHORIZATION ON

A lot of the product companies have ad money to spend. For every video I make, I turn on the ad authorization. This allows the company to promote my video (and more views usually equals more sales).

HOW TO TURN AD AUTHORIZATION ON

Before you post (you can do it after if you forget), click on the “Content disclosure and ads) menu (see below). I only give 365 days to verified companies, research this and decide for yourself.

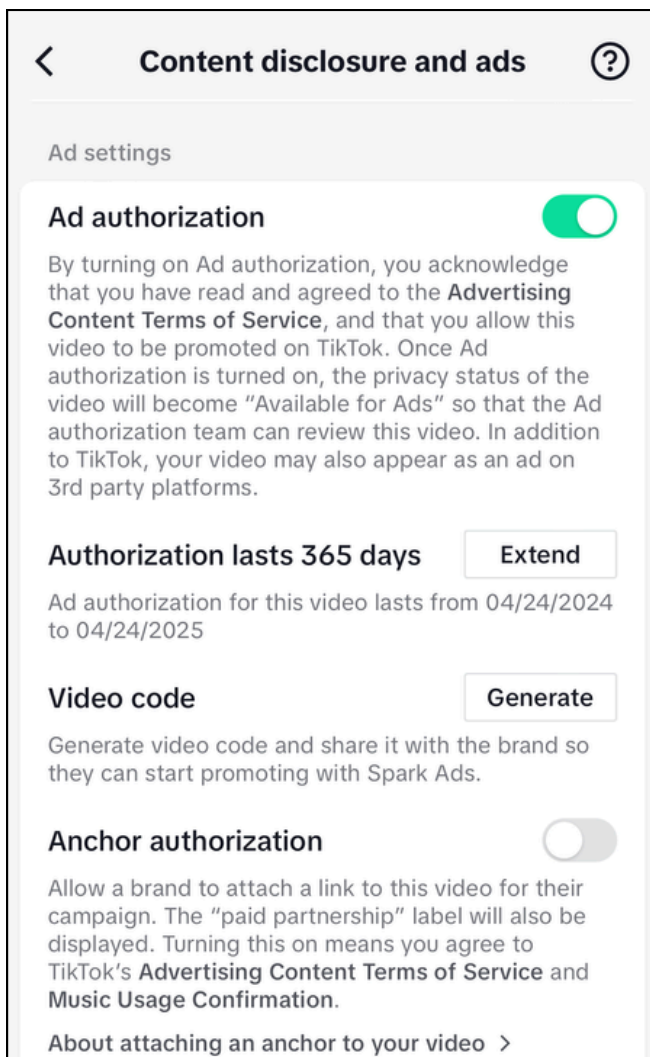
Click the red “Authorize” button.



BRANDS AND ADS

USING AN AD CODE

When a product starts to do well (a lot of views or sales), sometimes the brand will reach out to you and ask them to send you their code. If that happens, go back into the ad settings and you will see a “generate” button next to video code. Click that and it will generate an ad code. Simply copy that and send it to the brand. You should see more traffic on your video (it can take some time, so be patient).



Tip: In my TikTok profile bio, I include an email address so that brands can reach out by email. I highly recommend creating a separate gmail account for this, you will be bombarded by brands if your videos are doing well!

REPLY TO COMMENTS WITH VIDEO

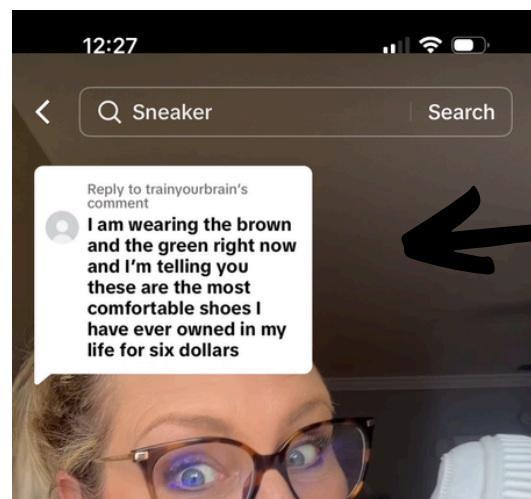
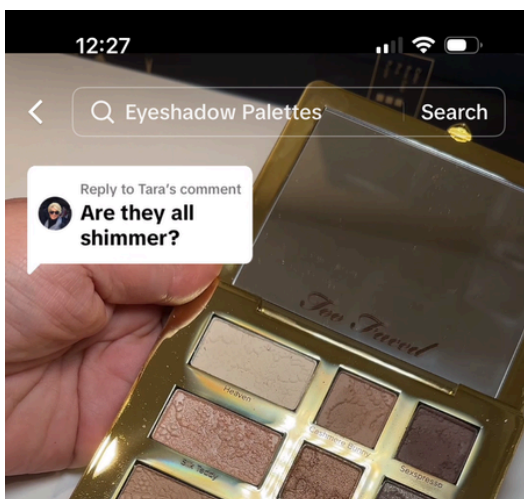
THIS IS A GREAT THING TO DO!

A lot of times, people will make comments on your product videos. Word of warning, the comments can be harsh sometimes. You will need to personally decide if you want to respond to the negative ones or not (sometimes I try to empathize, i.e. “sorry you didn’t like it,” but mostly I ignore the super negative ones).

But, on the positive comments, it is soooooo easy to make an entirely new product video when you reply with a video in the comments! Don’t forget to link the product again in the new video, but a lot of times this video will do well if not better than the original.

When a video is taking off, always prioritize video replies to that video over other things, this will make a big difference in the long run!

Tip: For TTShop products, I make MULTIPLE videos on the same product, including comment replies. Most of the product videos end up on the FYP, so I find that I don’t have a lot of new follows and/or people looking at my profile. You never know which video will get views, so make a bunch about the same product. It might feel weird to do that, but I promise it works!

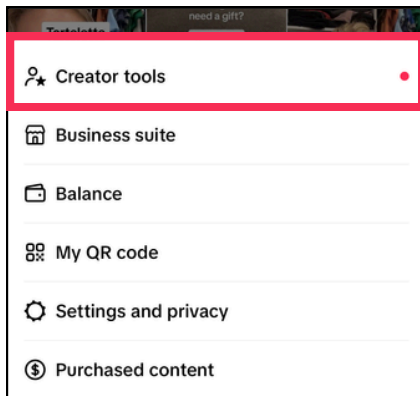


CHECK YOUR COMMISSION

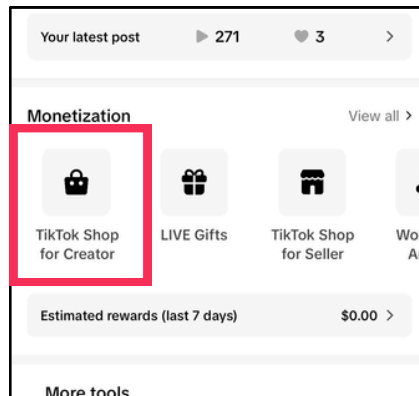
DON'T GET ADDICTED, LOL

Trust me, once you start pulling in commissions, you will probably check this multiple times a day. It's okay, you are allowed :)

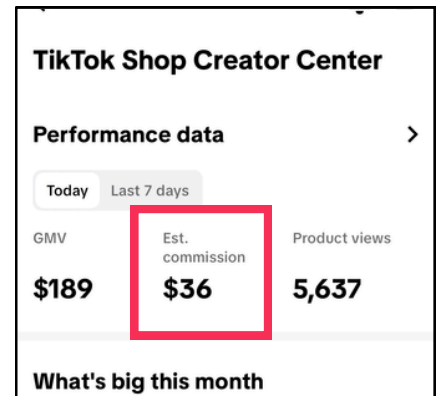
Here is how you can check your commissions:



click creator tools



TikTok Shop for Creator



see your earnings

MORE DETAILS

If you click the arrow next to “Performance data” you can see a lot more information.

- You can adjust to see different date ranges (today, yesterday, 7 days and custom).
- You can see which products have sold and how many of each

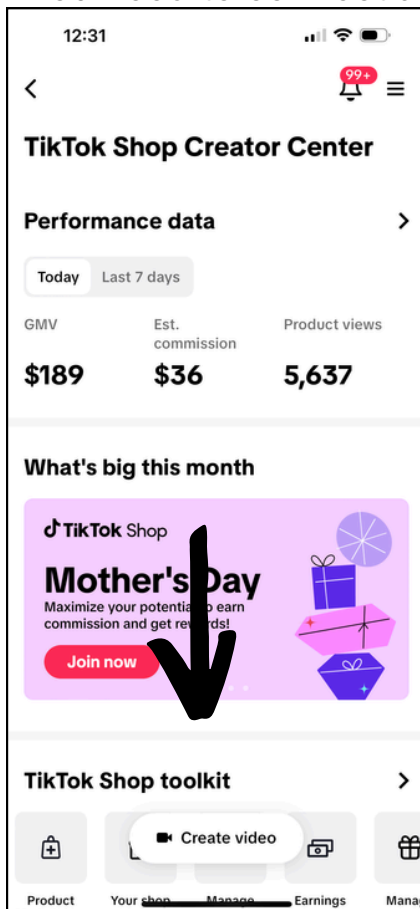
Tip: You can also log in on a desktop browser and there is a lot more information. Take the time to familiarize yourself with both.

THE FINAL STEP - GET PAID!

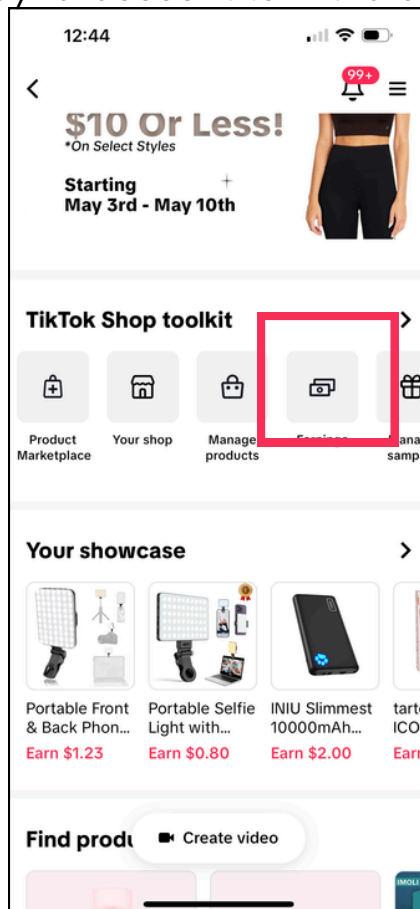
LET'S GET THAT MONEY IN THE BANK!

Just a note, it takes a while for commissions to be available for withdrawal. TikTok wants to make sure customers don't cancel the order before it ships and/or return the item. It's up to you on when you want to withdraw your money. My account is on auto withdrawal now, but I used to pull commission daily to ensure I wasn't risking losing it. I was burned early on and ended up losing a few hundred dollars over a violation that temporarily shut my account down. You never know with TikTok, and I have friends who have lost much much more!

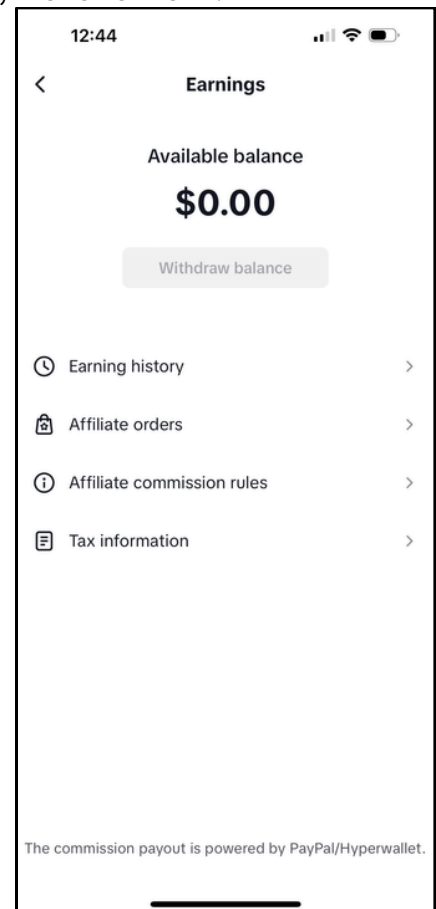
You need to connect a PayPal account to withdraw, here is how:



scroll to bottom
of creator center



click earnings



click the "withdraw
balance" button

AMAZING ADDITIONAL RESOURCES



TIKTOK SHOP AFFiliate hub

This is my Facebook group dedicated to TikTok Shop Affiliate tips and tricks. Get feedback, ask questions, learn what's going viral. You can always ping me in the group, and I'll do my best to get back to you ASAP.

Scan or Click



BRANDS MEET CREATORS

This is a great FREE site where you can join TikTok shop games and get extra commission. They also have an academy you can join for extra help.

ACCOUNTS TO FOLLOW

Follow these two creators for soooooo many more tips and tricks!

