

THE ULTIMATE TIKTOK SHOP AFFILIATE GUIDE

Join Without 5k Followers



2023-24

Step By-Step Guide
with Screenshots

BY REAL SHIFT DIGITAL

Updated as of February 11, 2024

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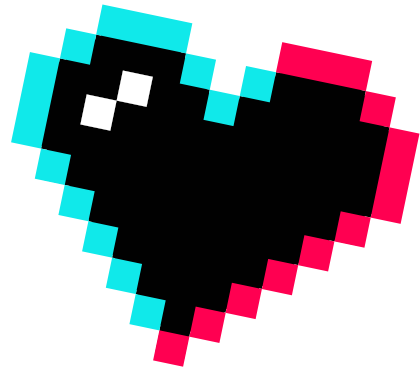
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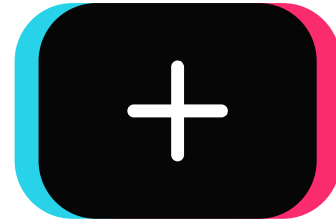
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Learn how to create awesome **TikTok videos** that everyone loves and get lots of followers quickly to earn more commissions!



Get the lazy man's code to grow your TikTok Fast!

Access the Course for Just \$1



CLICK HERE



This class will teach you how to **start your TikTok page** the right way! You'll also learn how to make fun, short videos that get lots of likes and help your page become popular quickly. This means you can make more money in the TikTok Shop for Creators program!



Hey, I'm Shawn!

As an independent digital marketer, I understand the hustle and grind we all face on the Internet streets.

Last year, I was fired from my remote tech support job, but that setback led me to dive into digital marketing full-time.

In just two weeks, I learned the basics of digital marketing and since then have generated over \$70k in revenue online. And believe me, I am only scratching the surface!

I hope this guide helps you maximize your TikTok Shop Affiliate experience and fuels your passion to master digital marketing.

Check out the last page to learn about high-ticket affiliate marketing. Let's continue learning and growing together in this ever-changing digital world.



Shawn Parker

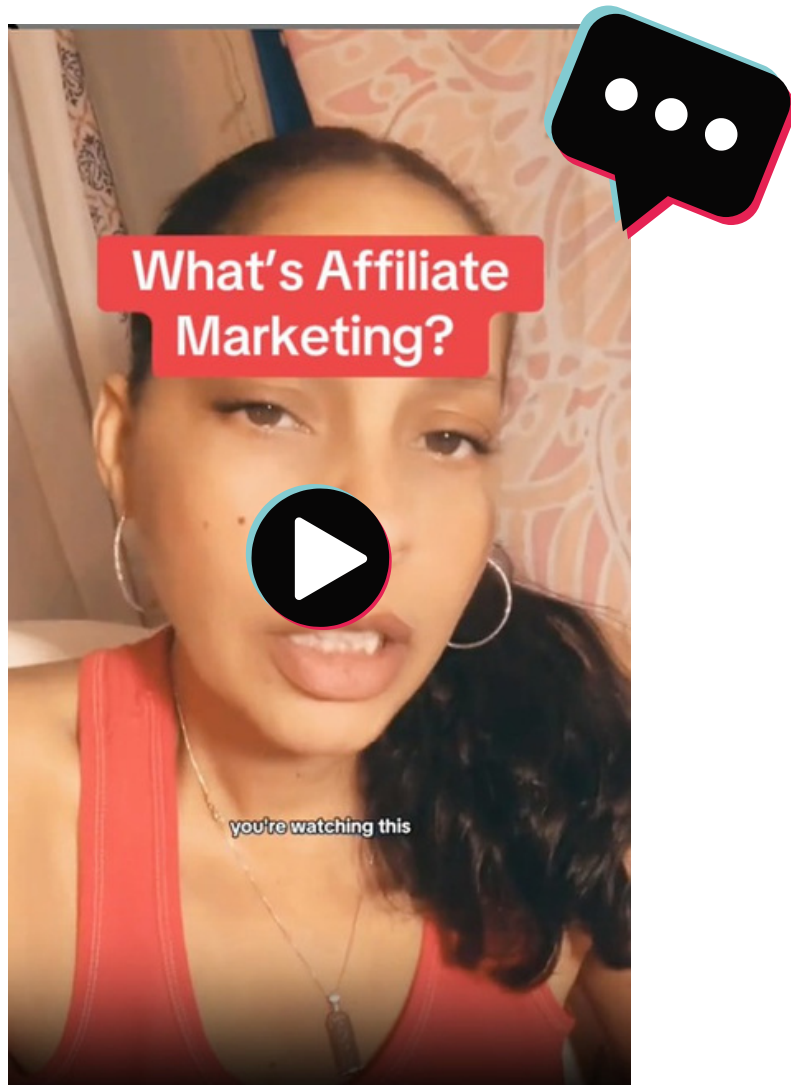
For questions DM me IG: [@RealShiftDigital](#)

Follow me TikTok: [@TheRealShiftDigital](#)
Use the QR code to follow me on TikTok!



Click to Learn about Affiliate Marketing

SHARE
THIS ➡



What is the TikTok Shop Affiliate Program?

The TikTok Shop Affiliate Program is a marketing initiative that connects creators and sellers through creativity and commission.

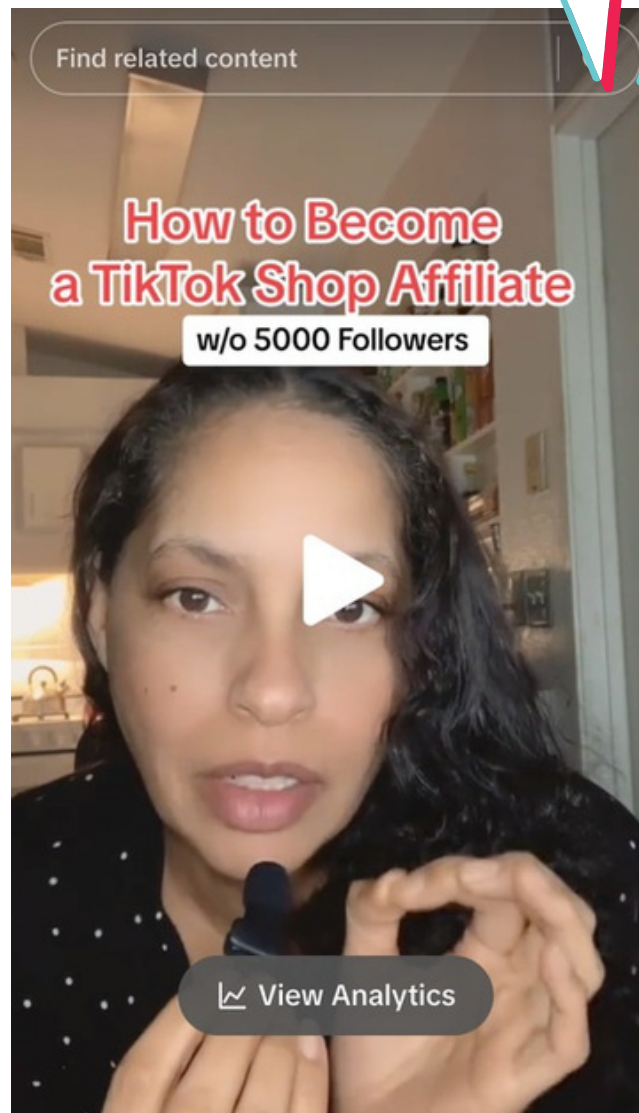
It offers new monetization opportunities for creators and new marketing channels for brands. Sellers can link up with creators and pay commission on successful sales, while creators can promote brands that are relevant to their followers.

Creators can easily find products to sell, recommend products in videos and livestreams, and get paid commission on their sales.

The program offers different commission plans based on sales needs, and commission is automatically paid as a percentage of sales.

Click to Learn How to Join the TikTok Shop as an Affiliate with less than 5k Followers

SHARE
THIS ➡

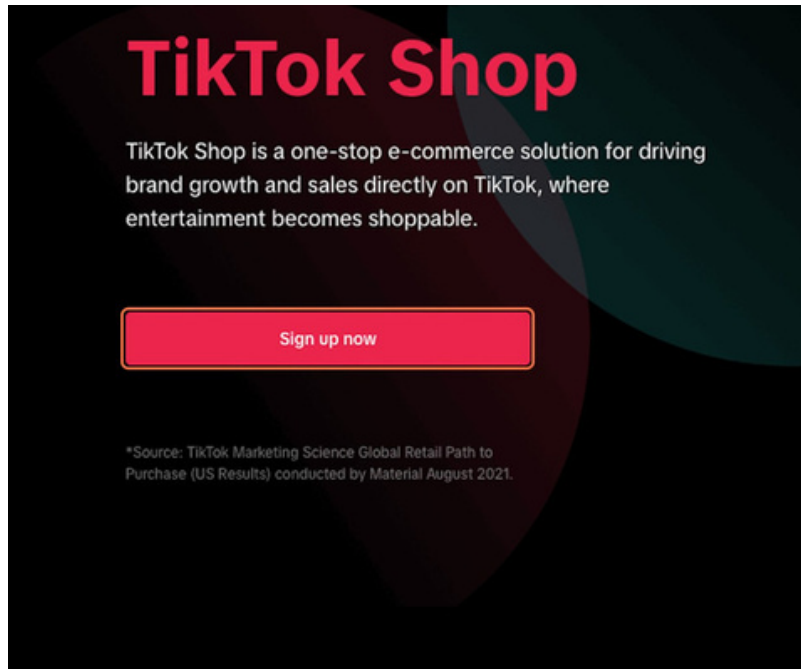


Important Note: When you sign up with a Seller Account, Tiktok will automatically turn the linked TikTok account into a business account. Which means you will only be able to access commercial sounds for your posts.

TikTok Shop Seller Sign Up | Step-By-Step 6 Steps

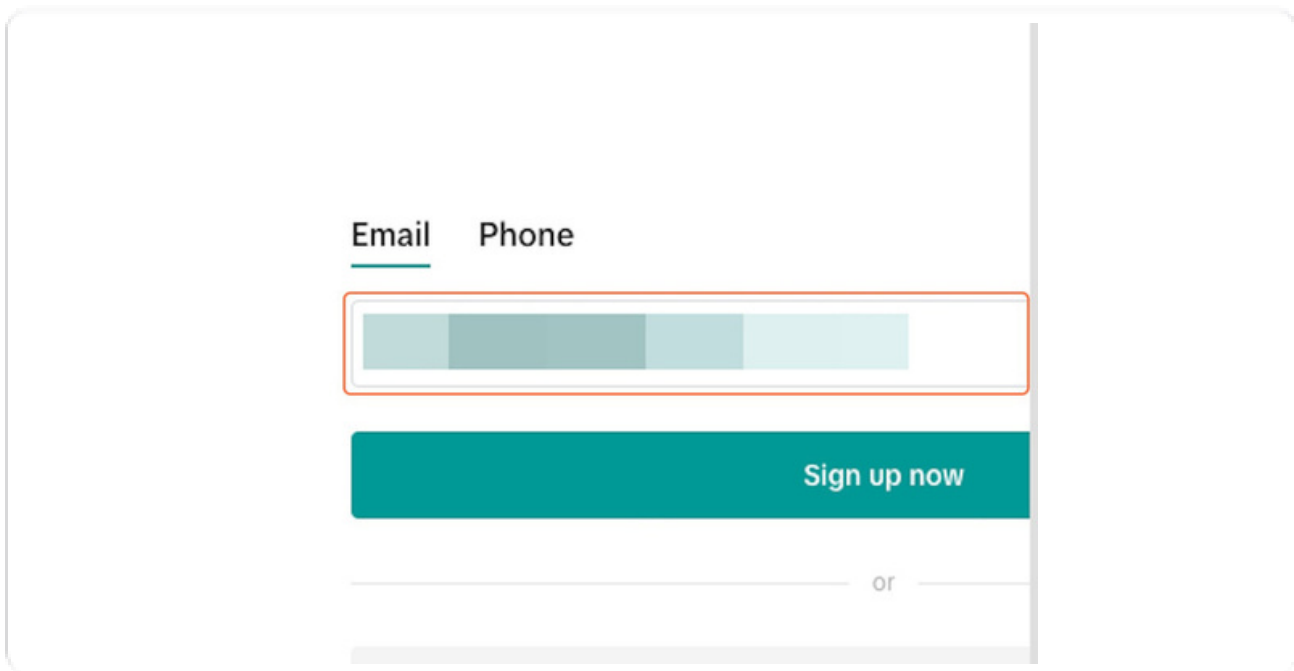
STEP 1

Click on Sign up now



STEP 2

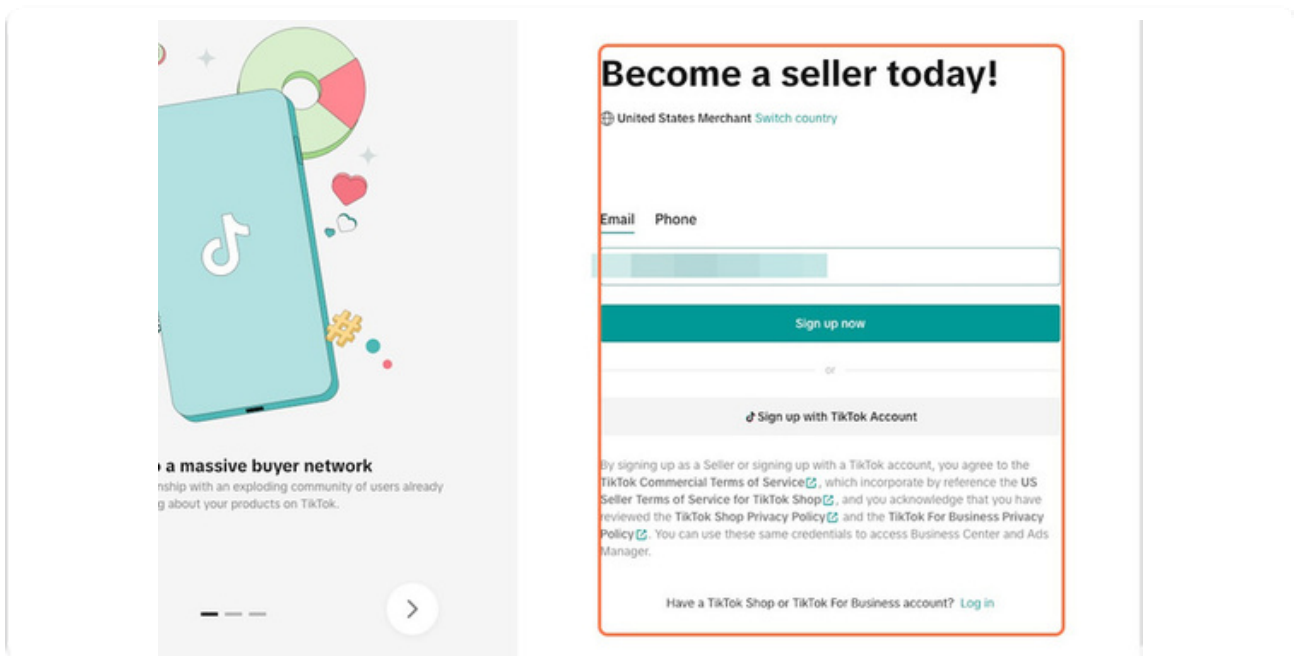
Type your email address - "youremailaddress@youremail.com"



The screenshot shows the registration form for becoming a TikTok seller. At the top, there are two tabs: "Email" (which is selected and underlined) and "Phone". Below the tabs is a text input field with a light blue background and a red border, containing a placeholder email address. Below the input field is a teal button labeled "Sign up now". At the bottom, there is a horizontal line with the word "or" in the center, indicating an alternative registration method.

STEP 3

Click on Become a seller today!...



The screenshot shows the TikTok Seller registration process. On the left is a promotional graphic with a smartphone displaying the TikTok logo, a CD, a heart, and a gear, with the text "a massive buyer network" and "relationship with an exploding community of users already growing about your products on TikTok." On the right is the registration form, which is highlighted with a red border. The form has the heading "Become a seller today!" and a sub-heading "United States Merchant" with a "Switch country" link. Below this are the "Email" and "Phone" tabs, with "Email" selected. There is a text input field for the email address, a teal "Sign up now" button, and a horizontal line with "or" in the center. Below this is a button labeled "Sign up with TikTok Account". At the bottom, there is a paragraph of text explaining the terms of service and privacy policy, and a link "Log in" for users who already have a TikTok Shop or TikTok For Business account.

STEP 4

Click on Email if you want to sign up with your email address or

Become a seller today!

 United States Merchant [Switch country](#)

Email Phone

Sign up now

or

STEP 5

Click on Phone if you want to sign up with your phone number

 United States Merchant [Switch country](#)

Email Phone

Sign up now

STEP 6

Click on Sign up now

Email Phone

Sign up now

or

 Sign up with TikTok Account

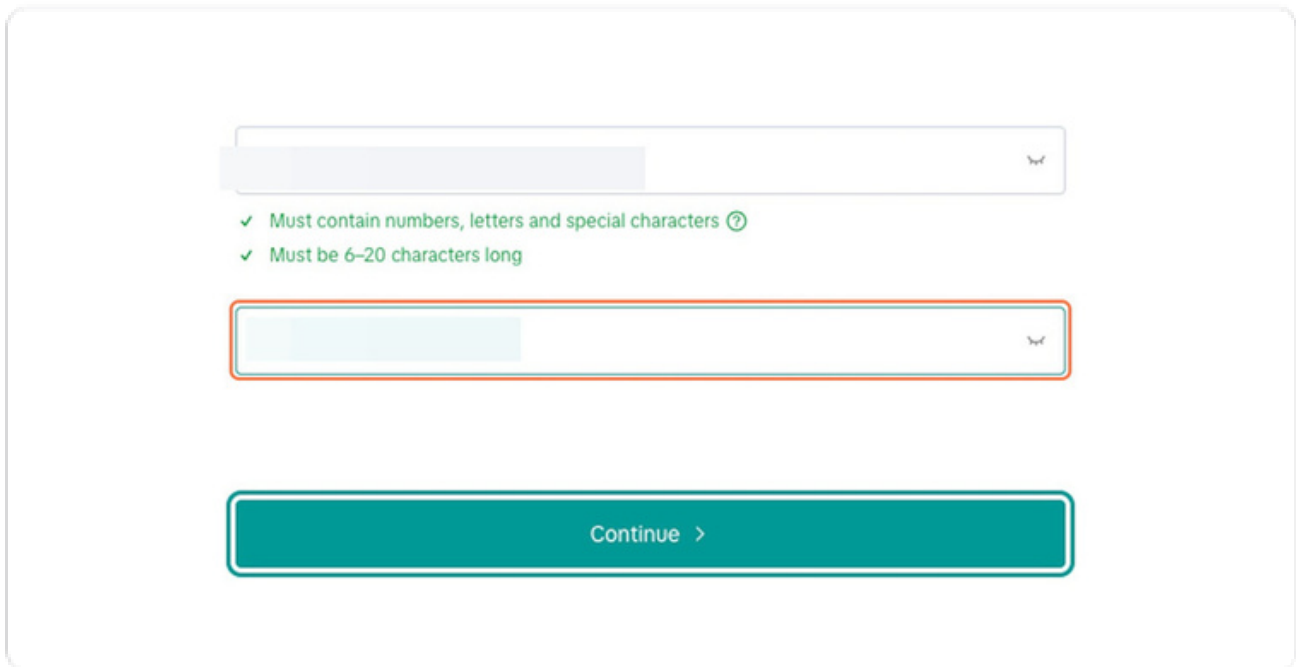
By signing up as a Seller or signing up with a TikTok account, you agree to the TikTok Commercial Terms of Service, which incorporate by reference the US Seller Terms of Service for TikTok Shop, and you acknowledge that you have

TikTok Shop Seller Center | United States

13 Steps 

STEP 7

Set your password



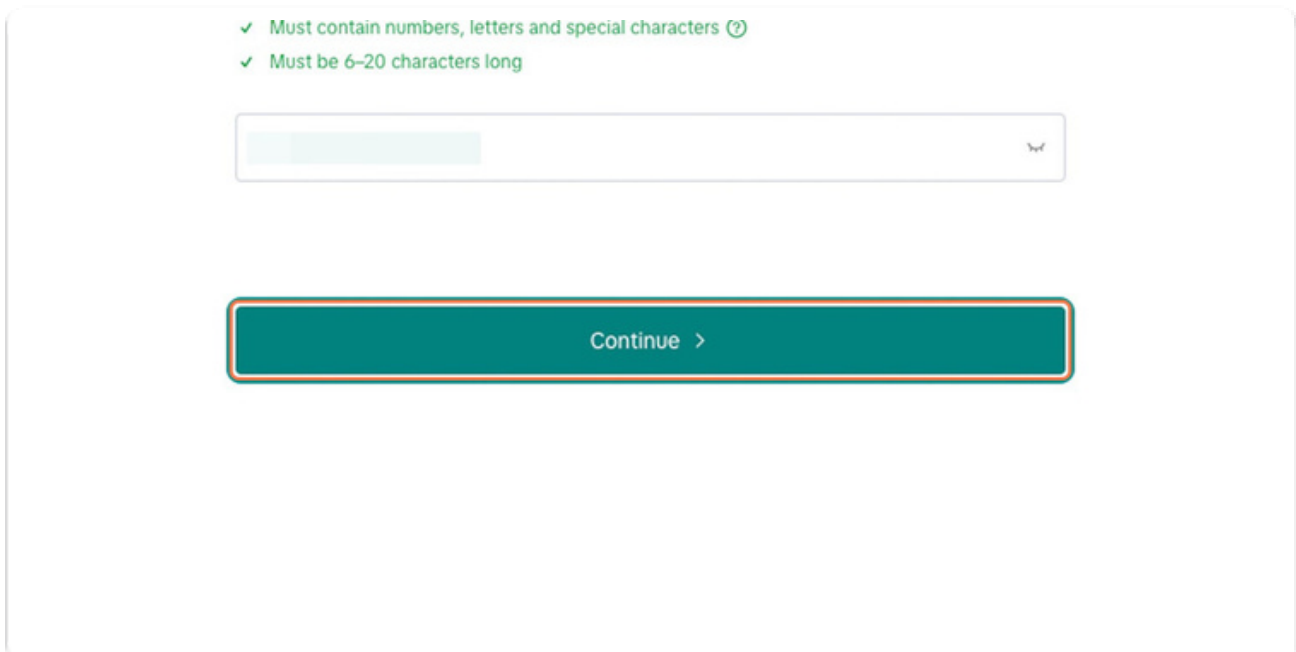
A screenshot of a user interface for setting a password. It features two input fields with password strength indicators. The first field is highlighted with a red border, and the second field is highlighted with a green border. Below the fields are two green buttons: 'Continue >' and 'Continue >'. The background is a light gray.

Must contain numbers, letters and special characters ?
Must be 6–20 characters long

Continue >

STEP 8

Click on Continue



A screenshot of a user interface for clicking on the 'Continue' button. It features a single input field with a password strength indicator. Below the field is a green button labeled 'Continue >'. The background is a light gray.

Must contain numbers, letters and special characters ?
Must be 6–20 characters long

Continue >

STEP 9

Click on Business type...

The screenshot shows the 'Business type' selection screen in the TikTok Shop Seller Center. The page has a dark header with the TikTok Shop logo and 'Seller Center'. The main content area is titled 'Business type' and contains four radio button options: Individual, Sole proprietorship, Corporation, and Partnership. Each option has a brief description and a 'View requirements' link. To the right, there is a sidebar with the title 'Business type' and a description: 'Choosing a business type is vital for setting the direction of your business and protecting yourself from liability.' Below this, there are four dropdown menus: 'What is an Individual Seller?', 'What is a Sole Proprietor?', 'What is a Corporation?', and 'What is a Partnership?'. At the bottom of the sidebar, there are two buttons: 'Helpful' and 'Not helpful', and a 'Contact support' button. A 'Next >' button is located at the bottom right of the main content area. A 'Need help?' button is in the bottom right corner of the page.

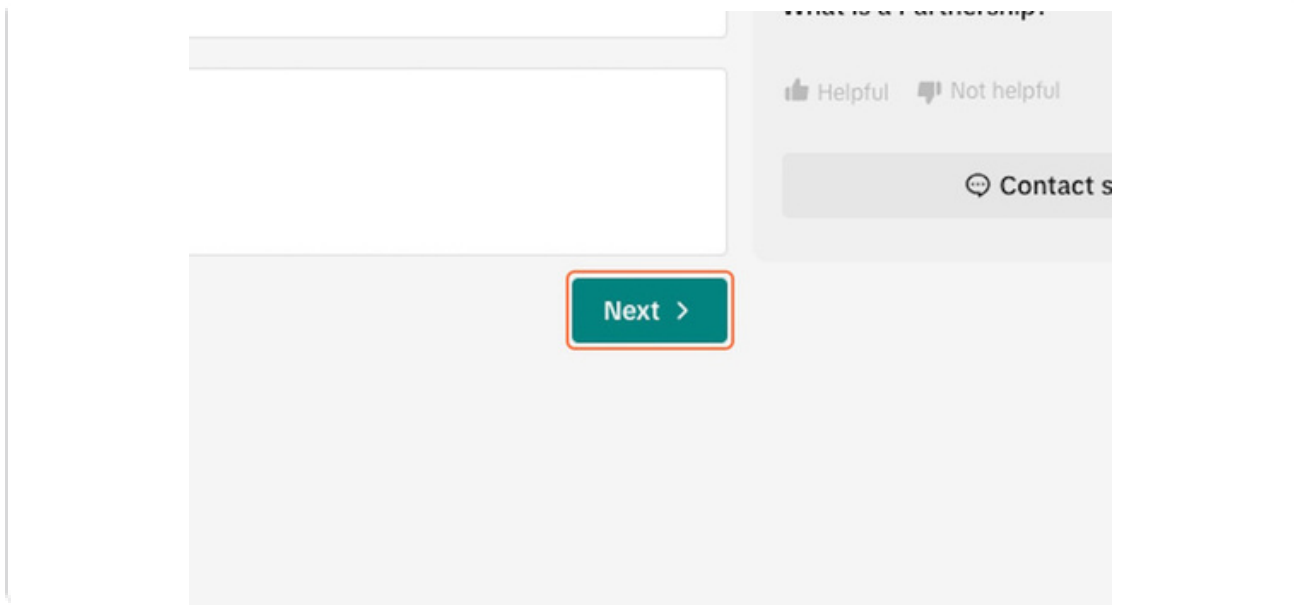
STEP 10

Select Individual...

This screenshot is similar to the previous one, but the 'Individual' option is now selected, indicated by a blue dot next to its radio button. An orange arrow points to the 'Individual' option. A red text annotation at the top right of the main content area reads: 'If you do not OWN or want to put it under a business.' The 'Next >' button is still present at the bottom right of the main content area. The sidebar and other elements remain the same.

STEP 11

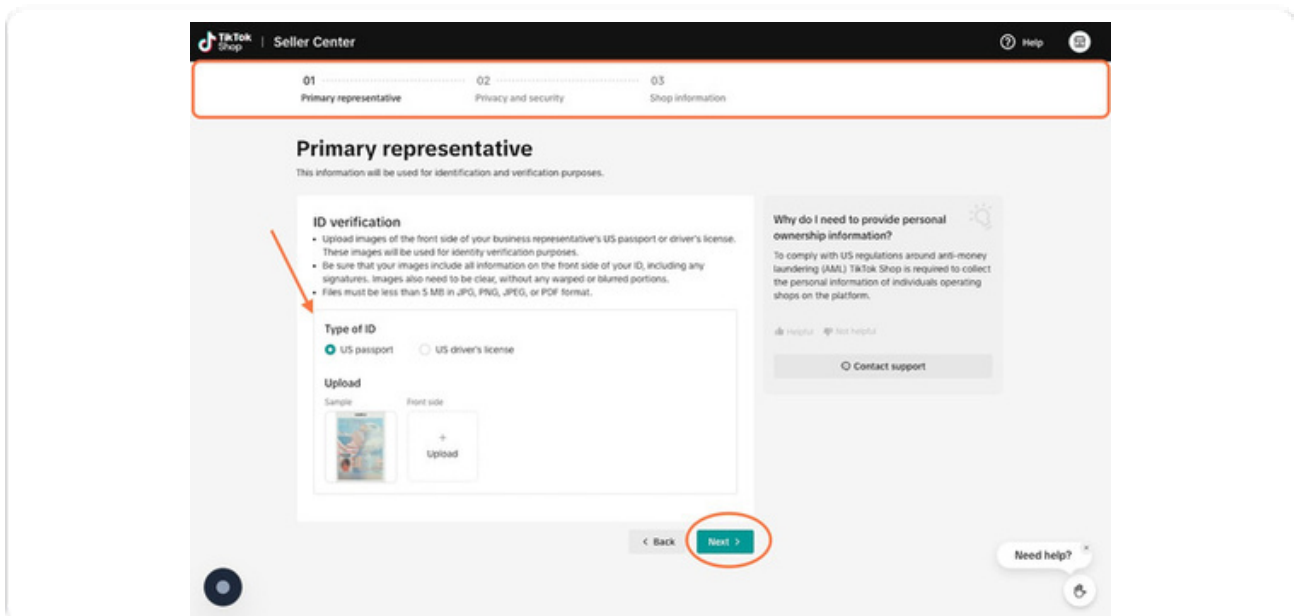
Click on Next



STEP 12

Choose which way you will show your identity, upload your images, and click next.

This approval process may take a few minutes or up to 24 hours.



STEP 13

Once you upload your ID or Passport documents, it will take you through the next steps...privacy & security

ter

02 Privacy and security 03 Shop information

representative

nary representative

mation will be used for identification and verification purposes.

Verification

load images of the front side of your business representative's US passport or driver's license. These images will be used for identity verification purposes.

sure that your images include all information on the front side of your ID, including any features. Images also need to be clear, without any warped or blurred portions.

es must be less than 5 MB in JPG, PNG, JPEG, or PDF format.

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STEP 14

Then shop information.

Enter your shop name. **Create a shop name that is very simple that will get approved. Read the suggestions and guidelines for naming because if you mess this up, your shop could get deactivated.**

The screenshot shows the 'Shop information' setup page for a TikTok shop. The page is divided into several sections:

- Shop name:** A section with a red box highlighting the instructions: 'You can add a name now and change it later. Name requirements: 1. Avoid using "flagship" or "official" 2. Use letters only; no numbers or special characters.' Below this is a text input field labeled 'Enter a shop name'.
- Preview:** A central preview window showing a mobile app interface with a search bar, a profile icon, and a list of products. A red arrow points from the 'Shop name' input field to the preview window.
- Primary product:** A section with the instruction: 'Choose the category that best describes the products you sell. This won't affect your future business and will be used only for registration purposes.' Below this is a dropdown menu labeled 'Choose the primary product/service type'.
- Help and Support:** A sidebar on the right with the title 'Shop name' and instructions: 'Please select a unique name to represent your shop. If you own the brand name or trademark to the name, please click on the Contact support button below to open a ticket to claim your shop name.' It includes two expandable sections: 'What guidelines should I follow when selecting a shop name?' and 'Can I use my TikTok username?'. At the bottom of the sidebar are links for 'Helpful' and 'Not helpful', and a 'Contact support' button.

STEP 15

Shop information con't.

Add Primary Product Category - **pick a simple product category like “clothing, shoes, or fashion”**

If you choose jewelry, beauty & personal care, computers, & office equipment, some of these categories are invite only or require special documents. If you choose the wrong category, you will get denied or shut down.

Next Add your Phone Number for Secure SignUp. Then wait for approval after all the info is submitted. Should only take a few minutes. You'll get an email saying you're approved or denied.

TTSMaster

Products Categories

New business

For the primary category or service, you should select the one that you have the highest sales in. Note that this choice will not restrict you from selling products outside of your main category in the future.

What if none of these categories fits my products?

Primary product

Choose the category that best describes the products you sell. This won't affect your future business and will be used only for registration purposes.

Choose the primary product/service type

Womenswear & Underwear

Shoes

Beauty & Personal Care

Phones & Electronics

Computers & Office Equipment

Phone Number

US +1 Please enter phone number Send code

Enter the verification code

Contact support

Read for more info but just use a simple category like I've highlighted

After approval, [log in to the seller account](#) and you will see this screen, you only need to link your official account (step 5) when you get into the Tiktok Seller Center. DO NOT ADD PRODUCTS OR ANY OTHER INFO TO THE SELLER CENTER ACCOUNT

5 steps to get up and running 0/5 complete

Check off these to do's to kick-start your business on TikTok Shop.

Tell us about your business

Register your business Pending
Your submission is in review. We'll update your registration status within 48 hours.

Add tax information
Add your tax information so you can declare taxes for your shop. Get started

Get your shop ready to go

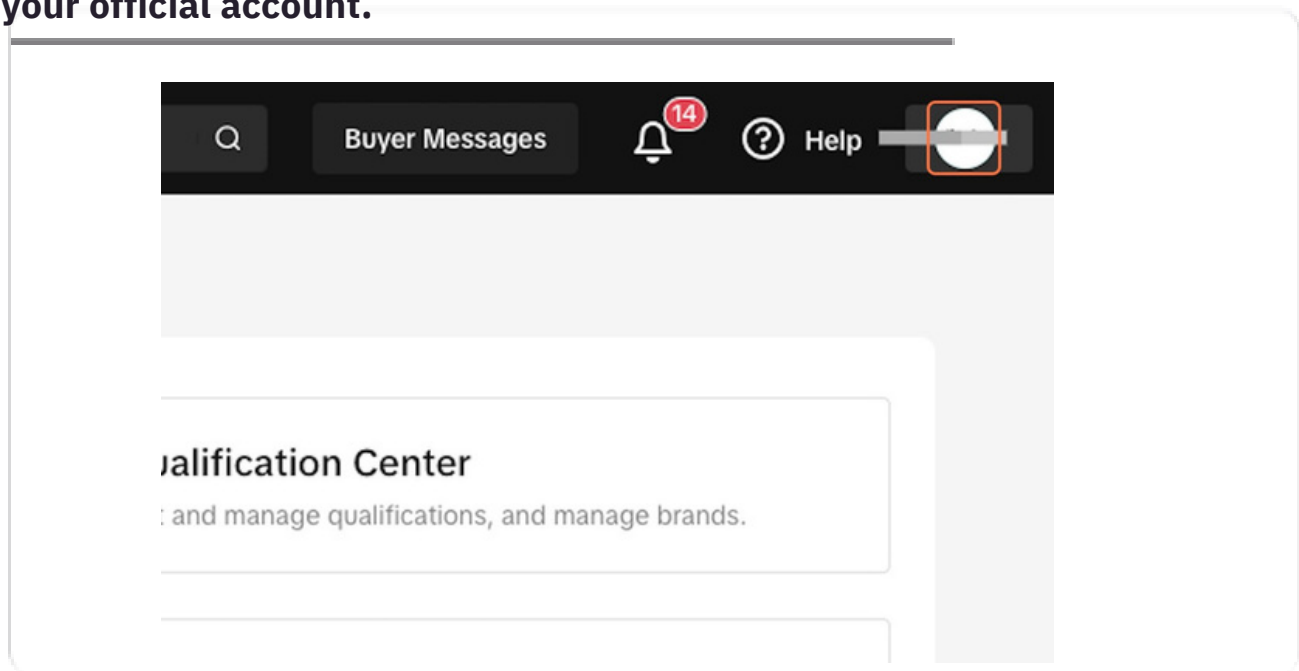
Set up shipping
Plan your shipping logistics now so you're ready to ship when you make a sale. Get started

Add your first product
Start building your shop inventory by adding your first product or products. Get started

Connect your shop to a TikTok account
Connect to an account where you want your products and shoppable videos to go. Get started

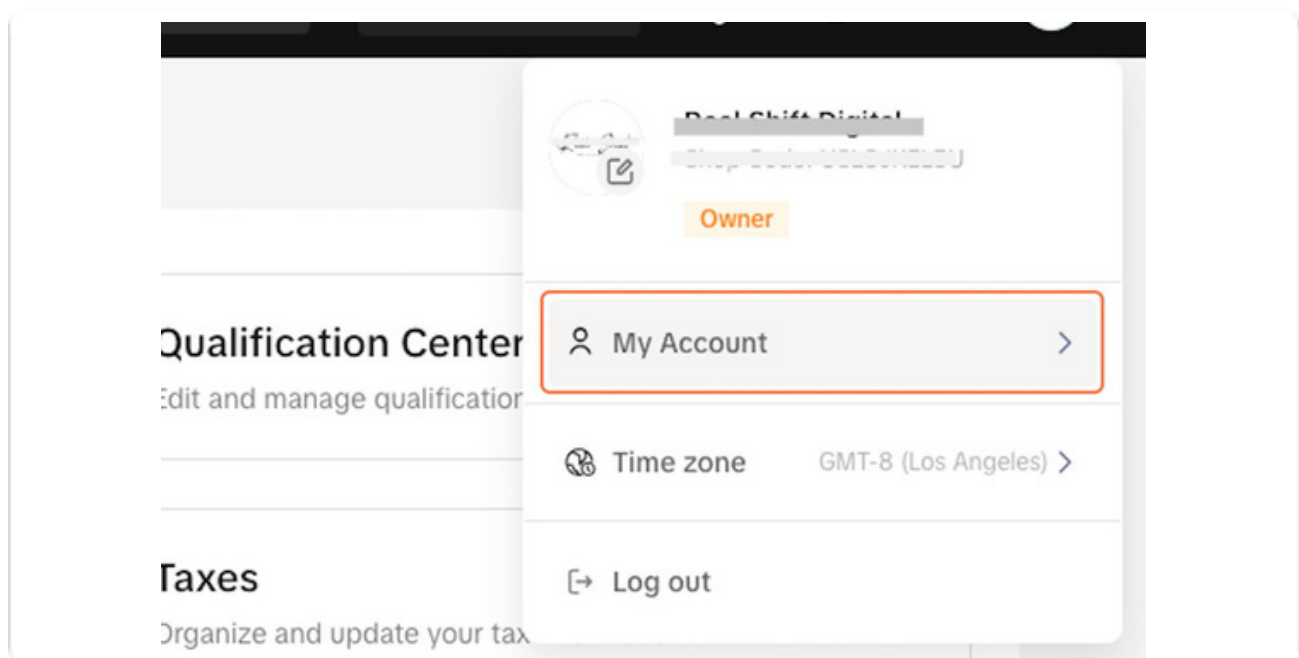
STEP 16

Next click in the upper right on your profile image icon to link your official account.



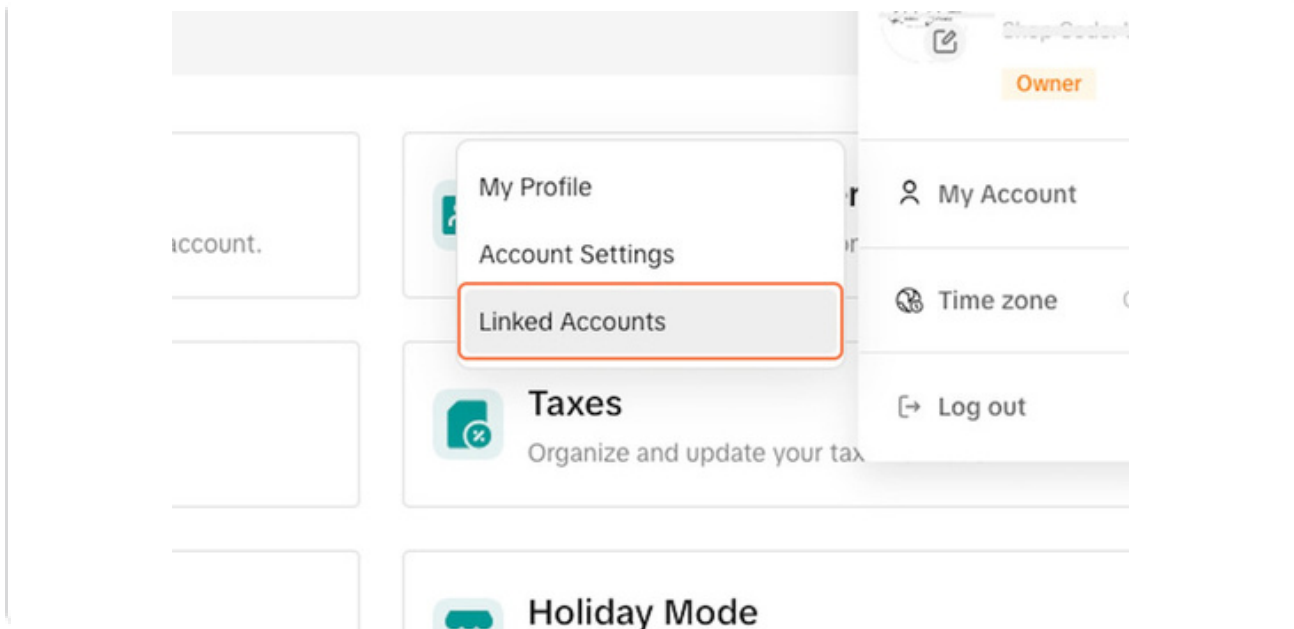
STEP 17

Click "my Account" on dropdown trigger



STEP 18

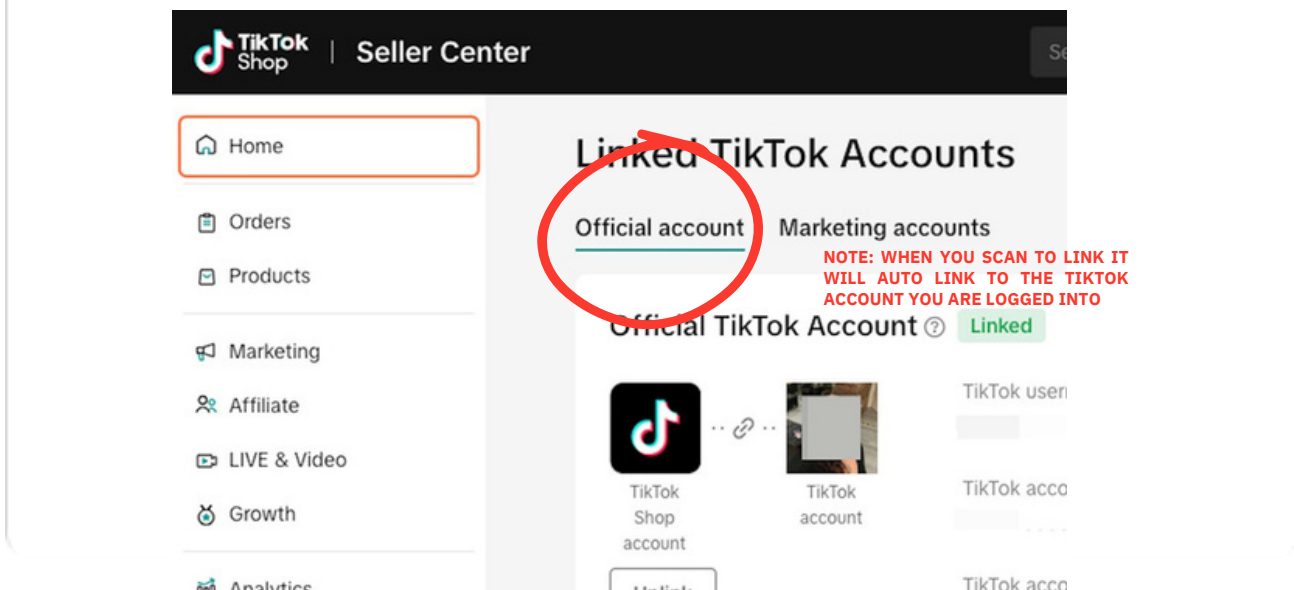
Click on Linked Accounts



STEP 19

Click on the link account option under "official account" and give permission to link the TikTok account that you want to your seller account. If you link ok then go to step 20. If not see the link below to verify then come back to this step to link.

***** (IF IT SAYS YOU NEED TO VERIFY BEFORE YOU LINK WATCH THIS VIDEO)**

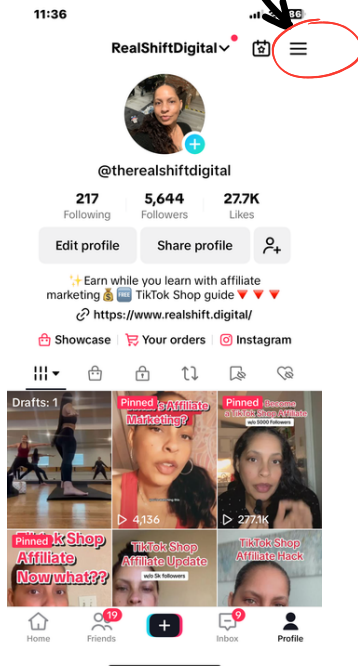


STEP 19

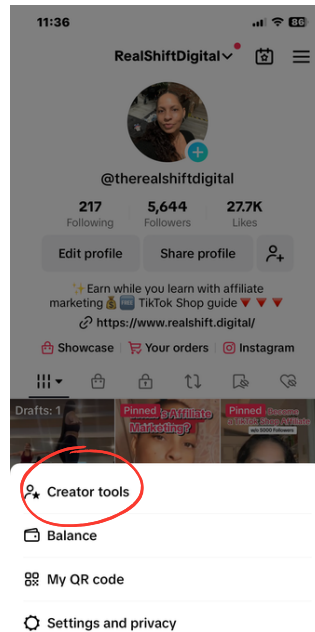
***** (IF IT SAYS YOU NEED TO VERIFY BEFORE YOU LINK WATCH THIS VIDEO) THEN COME BACK TO STEP 18 TO CONTINUE...**

If you were able to link successfully, go back into to the TikTok app to add products to your showcase with the account that you linked from your mobile phone to your profile page.

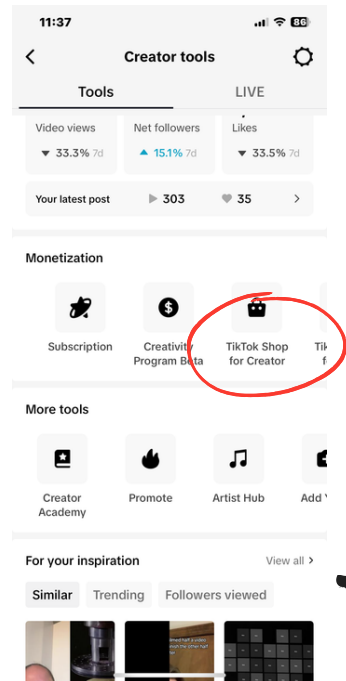
1. Menu in the upper right



2. then creator tools



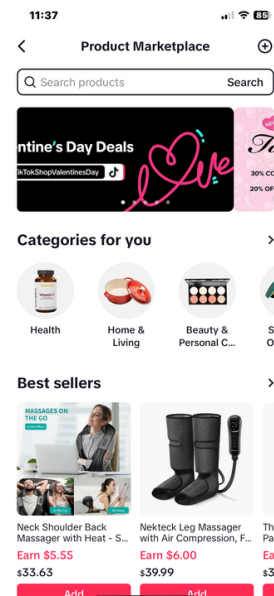
3. then TikTok Shop for Creator



4. Go to the Product Marketplace to add products to your showcase



5. Once the products are added to your showcase, you can link that product to your posts.

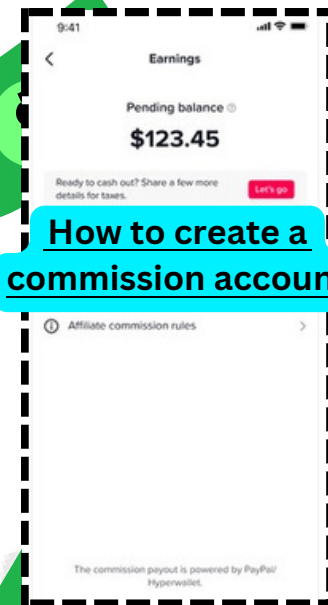


Set Up Commission Account

You should be prompted to set this up, if not be sure to follow the steps.

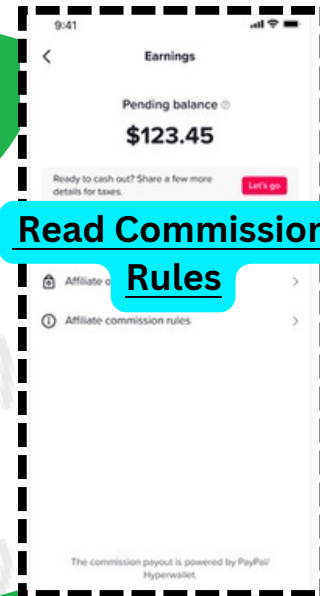


Step 1



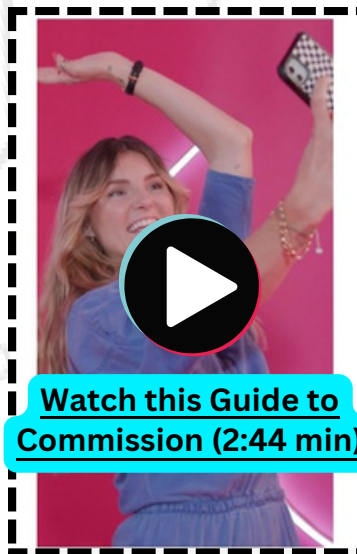
How to create a commission account

Step 2



Read Commission Rules

Step 3



Watch this Guide to Commission (2:44 min)

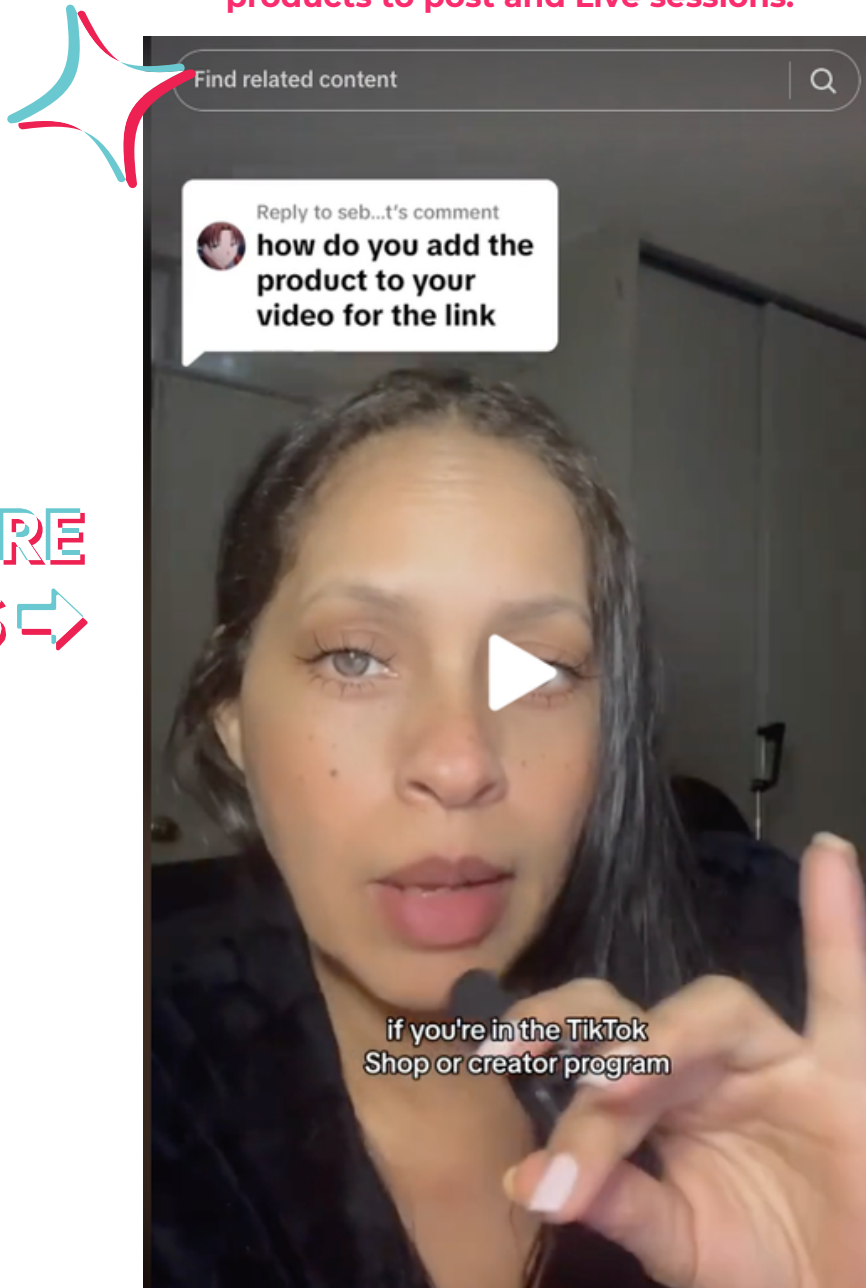
Step 4: How to Withdraw Commission

Step 5: Read Withdraw Rules

Click to Learn How to Add Product Links to Your Video

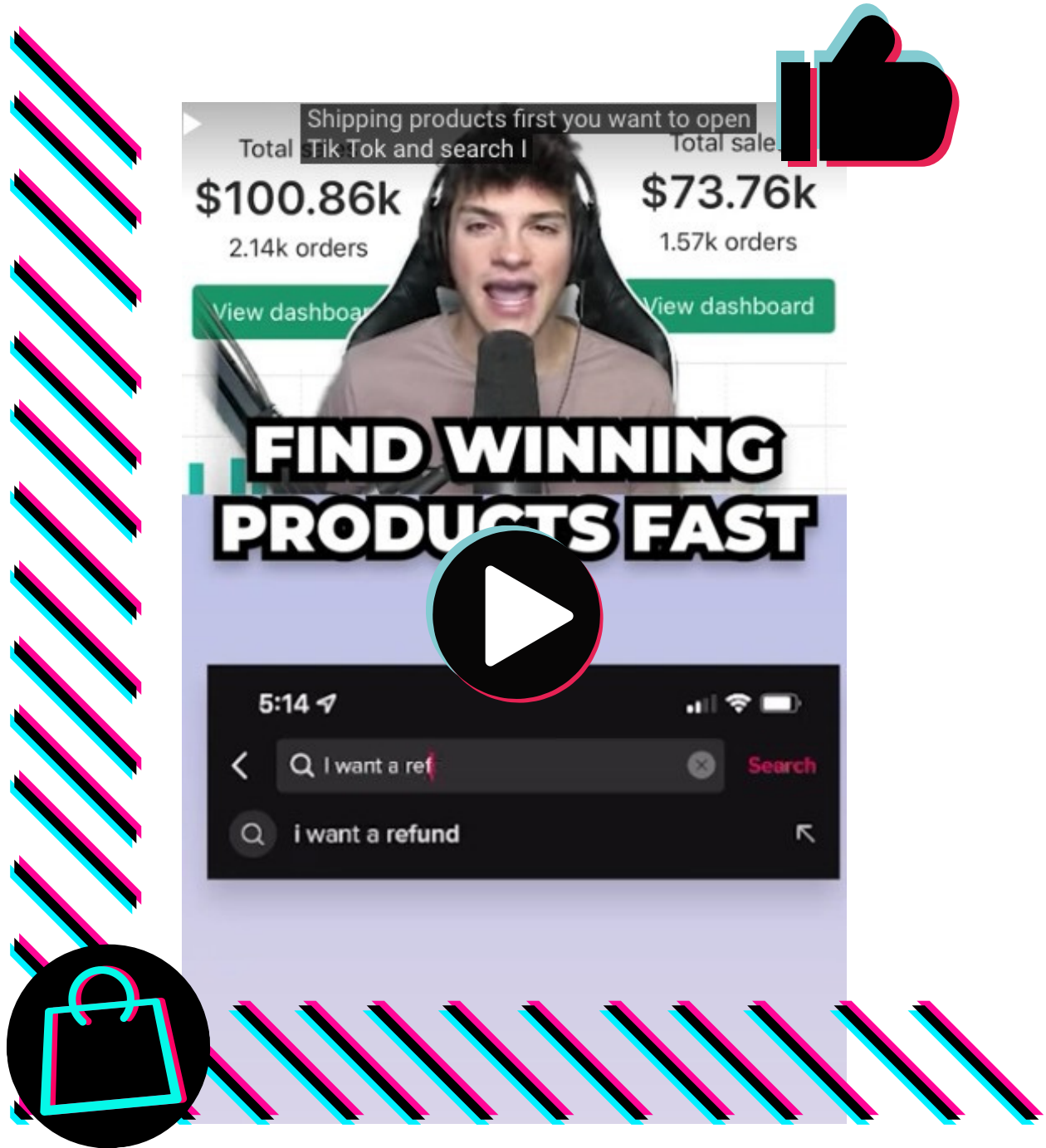
Important Note: When you sign up this way through the seller account with less than 5k followers, your showcase will not show on your profile. But. you can still link products to post and Live sessions.

**SHARE
THIS ➡**



Watch this Guide for a text version step-by-step walk through.

Quickly Find Winning Products to Promote



[Click here for more information about](#)
[selecting products in the Product](#)
[Marketplace](#)

Click To Learn About TikTok Shop Sample Requests

NOTE: You need **min. 10k followers** to see the request samples function in your account.

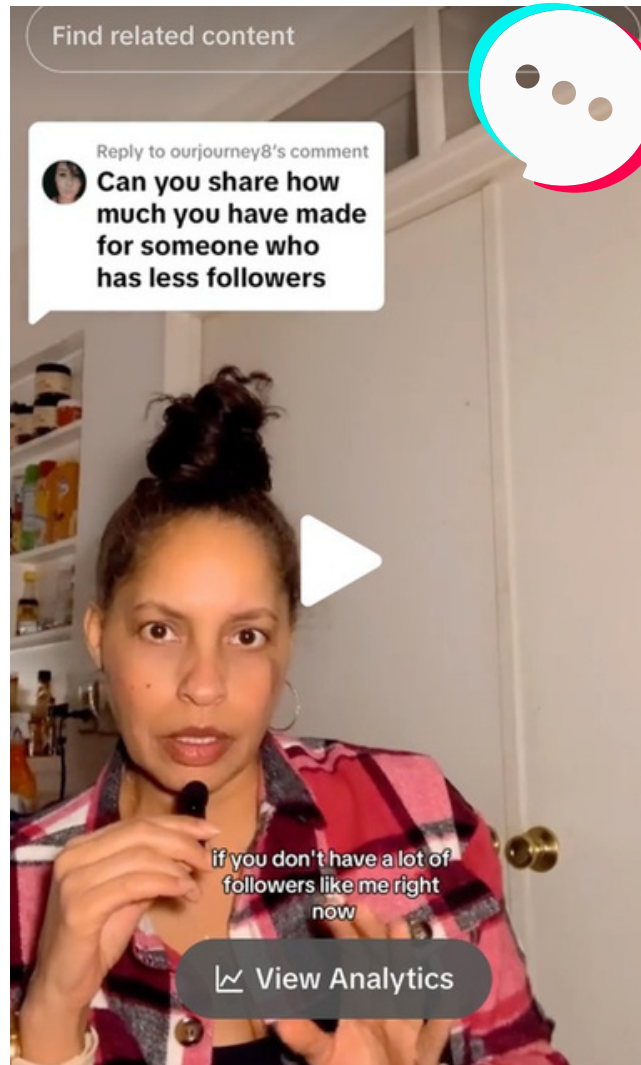
SHARE
THIS ➡



Click here for more information about
requesting free samples

Click to Learn What To Do If You Have a Low Follower Count

SHARE
THIS ➡



Do not fret! With a good strategy and consistency you will grow rapidly on TikTok!

**To learn more about high-ticket
affiliate marketing click here!**

WARNING: TikTok Community Violations

It's important to review TikTok Shops Content and Creator Policies so your account will remain in compliance and in good standing.

If you receive too many community violations, Tiktok can **permanently ban** your account.

The following links will give you easy access to the Policy Center for Creators.

Here are some important policies to review:

- [TikTok Shop Creator Performance Evaluation Policy](#)
- [TikTok Shop Content Policy](#)
- [Redirecting Traffic](#)
- [Still Frame Content](#)
- [Misleading Content](#)
- [Best Practices for Creating High-Quality Content](#)
- [Unoriginal Content](#)
- [Prohibited Product Promotion](#)

[Go to the Policy Center for Creators](#)

[Read TikTok Community Guidelines](#)

Leverage TikTok Trends

Ride the Wave of Viral TikTok Trends to Boost Your Shop
On TikTok, trends take over faster than you can do a dance. But don't fear - these viral phenomena can power up your Shop in a big way when you know how to catch a wave.

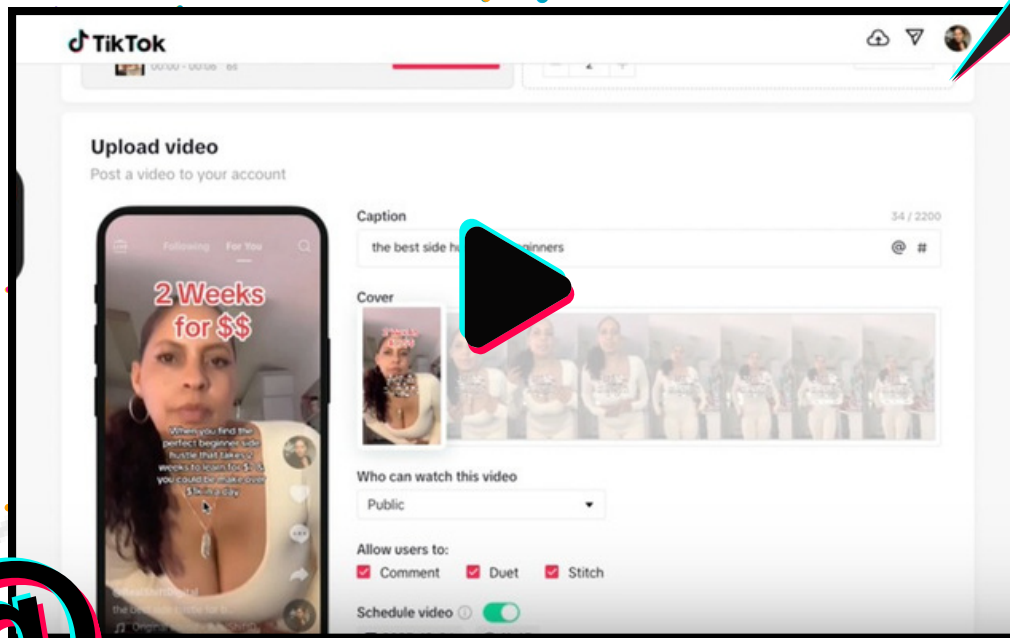
Discover what's trending by scrolling mindlessly like the rest of us. Pay attention to sounds, hashtags, dances and memes blowing up everywhere. Then keep those hot trends top of mind as you plan your content marketing. Jump on trending tracks to make Videos that fit right in. Use popular hashtags so more eyes see your Stuff.

Recruit influencers surfing the trend for Sponsored posts. Collab with other Shops to make group Videos. Hold contests challenging users to put your Products in their trendy Videos.

Ride viral moments til they break against the shore. With clever trend-surfing, your Shop stands to gain way more exposure, traffic and sales from fleeting phenomena.

So get out there, be attentive, and learn to ride TikTok's trending tides to boost your brand beyond the reach of usual marketing. Stay light on your feet - the next big wave could lift your Shop to new heights!

Click to Learn About Scheduling & Trending Sounds With A Business Account



NOTE: You can edit the sound as well which is not shown in this video

Promoting Products

Dos & Dont's

Do's

- Be yourself and have fun with creating your content!
- Be creative and engaging with your content.
- Research and plan your posts and message.
- Be honest and transparent about the products you are promoting.
- Use high-quality images and videos to showcase the products.
- Use good lighting.
- Use onscreen captions (if there is speaking). Add on screen text for titles & cover.
- Leverage trending sounds.
- Use free AI tools like ChatGPT and [Poe.com](#) to help come up with ideas, titles, captions, anything you need to write.
- Use call to actions
- Write relevant descriptions with emojis
- Use 2-5 relevant hashtags to increase visibility.
- Test & reiterate
- Follow [TikTok Community Guidelines](#) and terms of service.

Promoting Products

Dos & Dont's

Dont's

- Mislead your audience with false or exaggerated claims about the products.
- Use clickbait or misleading titles to attract viewers.
- Promote products that are prohibited by TikTok's community guidelines.
- Use copyrighted content without permission.
- Use bots or other automated tools to artificially inflate views or engagement.
- Overdo hashtags, keep it between 2-5 highly targeted hashtags.
- Over-promote products
- Ignore negative feedback
- Promote products that are not relevant to your audience
- Use low-quality content

TIKTOK AFFILIATE ACTIVITIES

Product Search Activity

Module 1

Let's dive into
Seller Center.

for Affiliates

Practice



Apply the
knowledge you
learn



Reflect

What
matters to
your
business

Plan

Strategize and
set impactful
goals

Activity #1

 After you've set up your Seller Center account, go to the product marketplace in the TikTok Shop Creator Center under the TikTok Shop toolkit section on the mobile app. Research viable products in your niche to promote.



Activity #2

 Select 3 products to upload to your showcase. Use the prompts below to help you write an effective description for each of your products.

	Product #1	Product #2	Product #3
What are the key features of this product?			
How is the product used and what problem does it help solve?			
List different variations & pricing of the product.			

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Content Creation Activity



Module 2

Let's focus on content creation.

When you post matters!

Just Getting Started

- When first getting started, test different days and times to see when your best performing content receives the most views, engagement, and orders.
- Post **consistently** at least 3-4x a week.
- Test different days and times, the same as you would test different content, sounds, templates and effects.

Take a look at this example schedule!

Week 1: Monday AM, Wednesday PM, Friday PM, Sunday AM
Week 2: Tuesday PM, Thursday AM, Saturday PM
Week 3: Monday PM, Wednesday AM, Friday AM, Sunday PM
Week 4: Tuesday AM, Thursday PM, Saturday AM

Have Posted Shoppable Videos

- Once you have posted Shoppable Videos, or if you have previous Shoppable Video data, you can check your **Analytics** by going to **Seller Center > Data Overview**.
- To check on in-depth video performance, select **Analytics > Video Analytic** to view Video details, GMV, impressions, and more.
- Once you have collected data with the best performing days and times, plan out your next 1-3 months with the top 3-4 days and the times posted that received the best performance.

Activity

Select products that you will feature in your content this month. Use the content calendar scheduling tips to support your plan.

Don't forget to include the following in your plan:

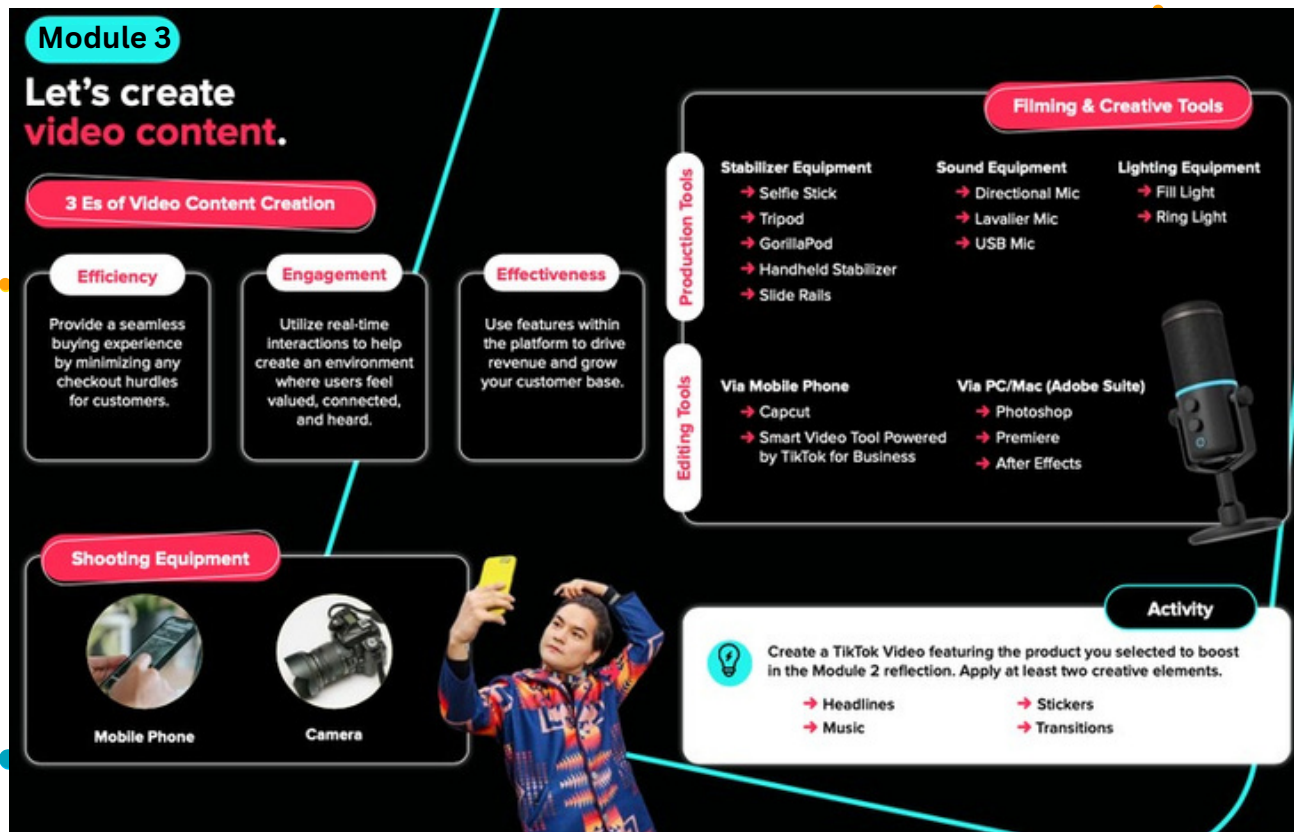
- Date and time for each post
- At least two selling points or product features to spotlight

Reflection

Which of your products would you like to gain more sales? Apply the conversion tips in this lesson, and use the space below to create a content plan and set a GMV goal for your first month.



Video Creation



Product Link Activity

Module 4

Let's **add products** to your short video.



Activity



Create a shoppable TikTok video that includes an uploaded product. Use the following prompts to support content creation.

Introduce the product by listing 4 key or unique features

List 2 use cases for the featured product

List 2 customer testimonials you can feature in your video

What are 2 urgency points? (ex: coupons, exclusive pricing)

Pro Tip:
How will the buyer benefit from the product?

If you don't have any yet, who could you extend a testimonial request to?

Livestream Activity

Module 5

Let's observe a livestream.



Livestream Tips and Tricks

- 1 Introduce yourself!
- 2 Interact with your audience! Ask them questions and have them answer in the chat.
- 3 Let buyers know they can click the pinned product to purchase.
- 4 Promote your products in an intriguing and entertaining way!

Reflection



Watch 10 minutes of a TikTok Shop livestream and observe

- the seller's customer engagement
- how they describe their products
- how they promote a sense of urgency to buyers

What went well in the livestream you observed and what are areas you'd improve?

How can you apply this to your own livestream?

TikTok Shop Health Activity

Module 6

Let's check on your Shop Health.

Key Shop Ratings

- Order Fulfillment**
The rating based on the number of order cancellations and orders not shipped within 3 business days
- Service Metrics**
A rating based on the number of orders returned by customers with a product quality problem
- Policy Compliance**
How well your shop performs according to our policies and guideline
- Negative Review Rate**
Measures the amount of 1 or 2 stars reviews given by customers within the past 60 calendar days
- Risk Control**
A measurement that's related to the number of violations that your shop has been issued, which is also reflected in the overall Risk Level
- Violations Records**
A comprehensive overview of all your store's violations from the past 180 days

Managing Violations Tips

- 1 Stay informed!**
Avoid violations by regularly referring to the Shop Policy Center.
- 2 Don't wait to resolve violations!**
Appeal as soon as possible to avoid suspension.
- 3 Stick to timelines**
specified by TikTok when submitting violation appeals.

Activity

Your Shop Health dashboard shows your Risk Control rating, which takes into account the number of violations issued in each category. Fill in the correct risk level for each violation description.

Hint: The four risk levels include severe, high, medium, and low

- Some violations have been identified and formal warnings have been sent out.
- Critical violations have been identified and necessary corrective actions need to be taken immediately.
- Your store generally meets requirements.
- Multiple violations have been identified. All necessary corrective actions should be taken immediately.

What's Next...



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