

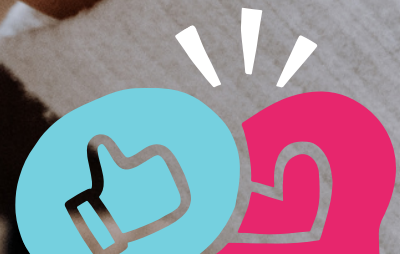
TIKTOK SHOP

**AFFILIATE GAME PLAN +
HIGH TICKET AFFILIATE
MARKETING**



TIKTOK: @therealshiftdigital

WWW.REALSHIFT.DIGITAL





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!



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.

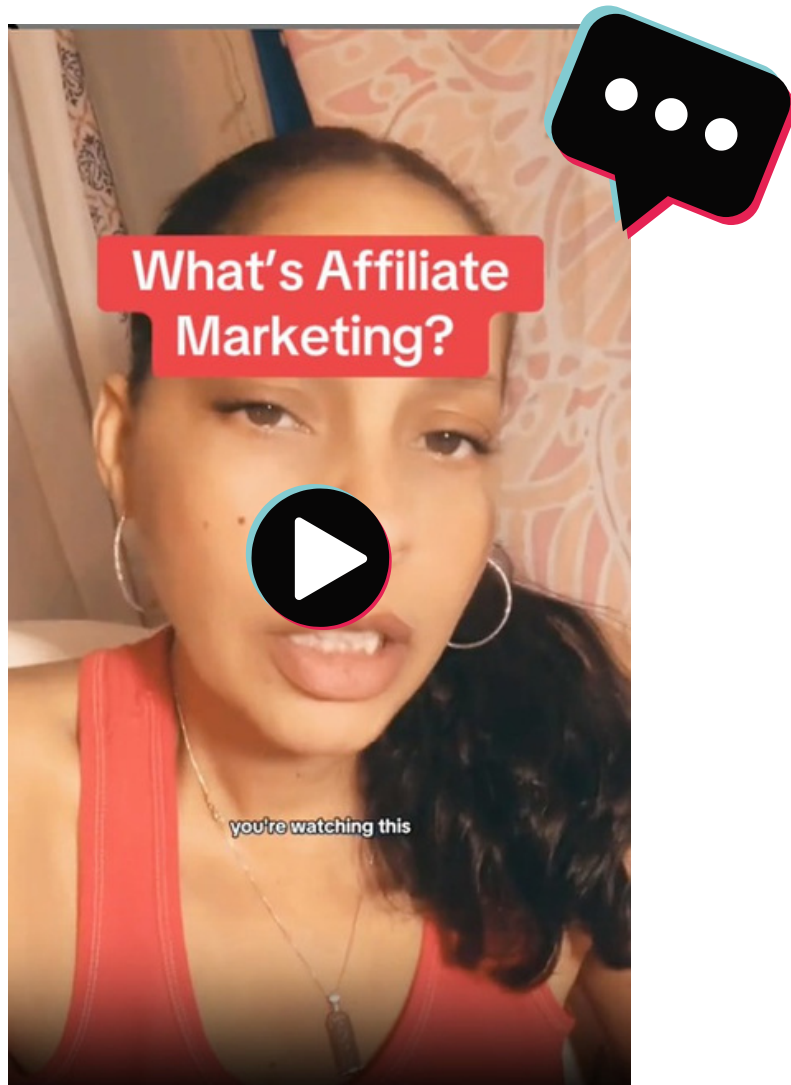
It offers new monetization opportunities for creators and new marketing channels for brands. Sellers can link up with creators and pay commission on successful sales, while creators can promote brands that are relevant to their followers.

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 about Affiliate Marketing

SHARE
THIS ➡



NEW UPDATE: Click to Learn How to Join the TikTok Shop as an Affiliate with 1k Followers

**SHARE
THIS** ➡



**TIP: THE SIGN
UP SHOULD BE
DONE ON
MOBILE**

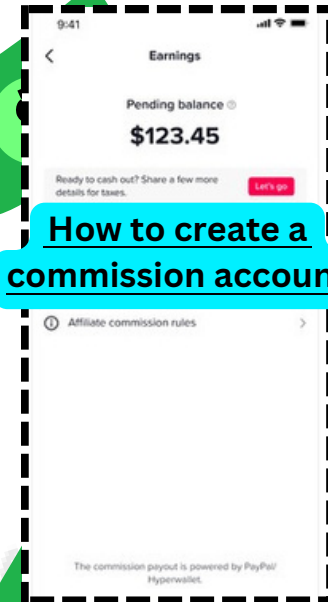
Important Note: TikTok is now requiring you to be posting content on a regular basis to qualify for the TikTok Shop Creator program

Set Up Commission Account

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

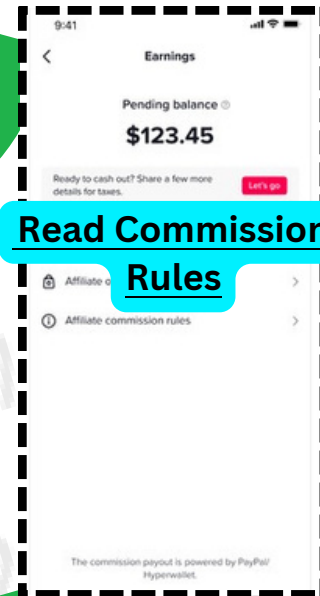


Step 1



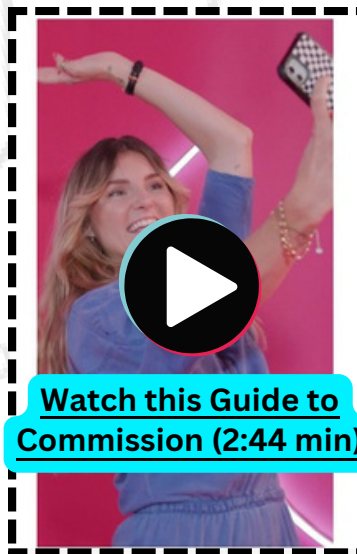
How to create a commission account

Step 2



Read Commission Rules

Step 3



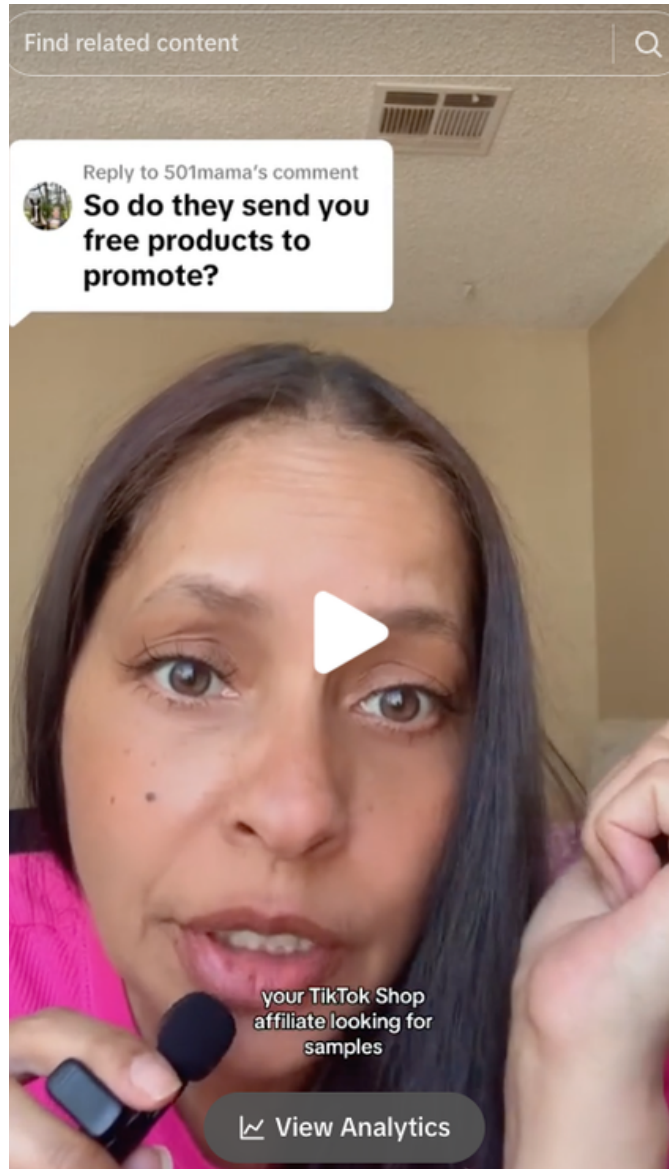
Watch this Guide to Commission (2:44 min)

Step 4: How to Withdraw Commission

Step 5: Read Withdraw Rules

Click To Learn About TikTok Shop Sample Requests

SHARE
THIS ➡

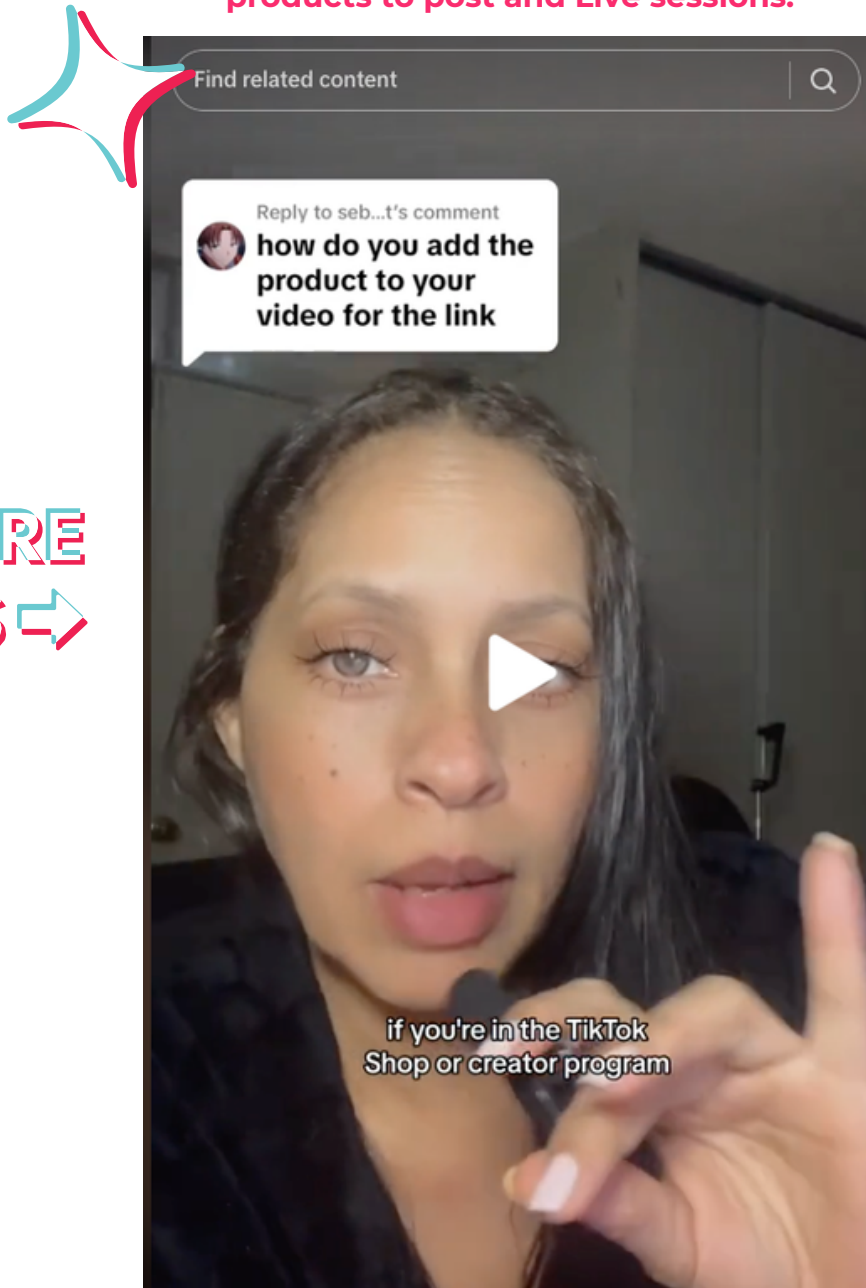


ACCESS THE COURSE HERE

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.

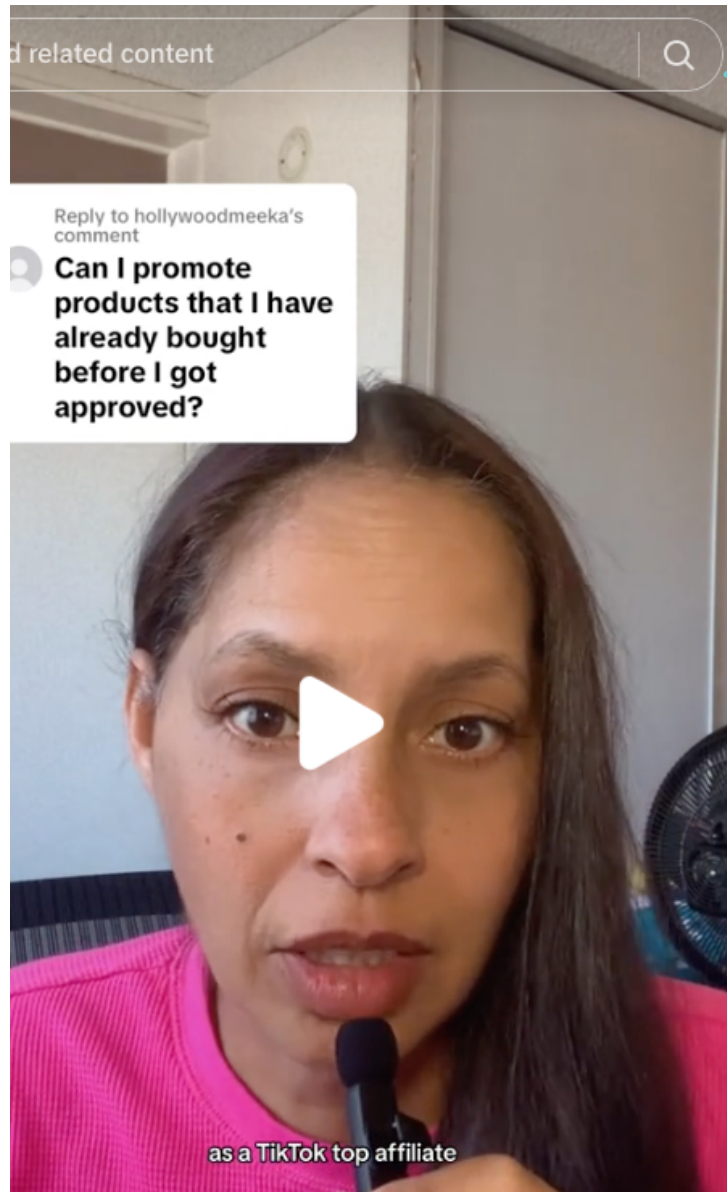
**SHARE
THIS ➡**



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

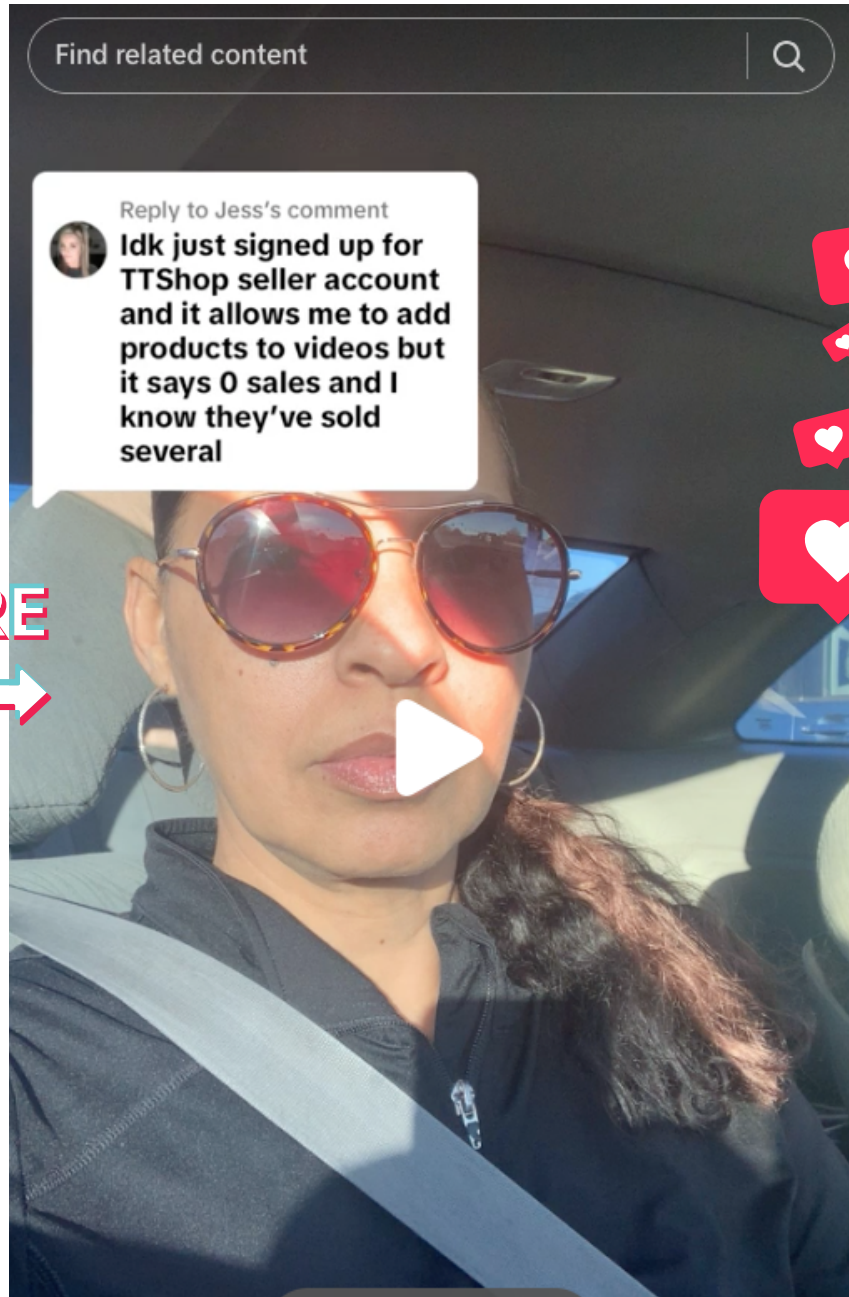
Click To Promote Products You Already Own

SHARE
THIS →



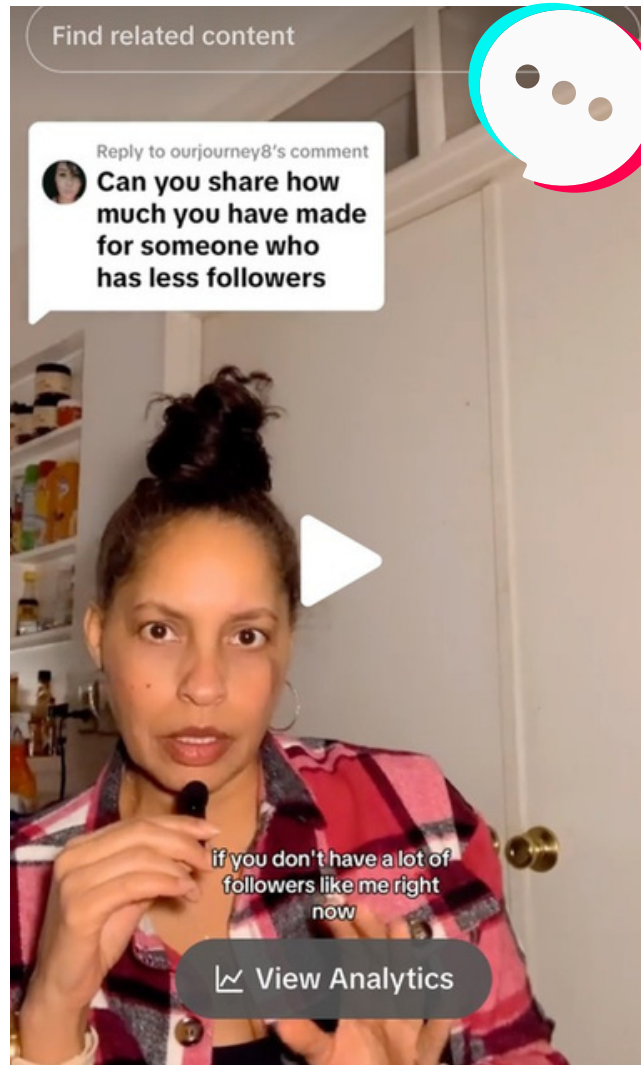
Click to Learn How to Track Affiliate Sales

●
**SHARE
THIS →**



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!**

Ways to Grow Your TikTok Account

SHARE
THIS ➡



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!

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

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3 STEP PROCESS

How to get “your goal” in the next 30 days



SET GOALS

Use the SMART method:
Establish specific,
measurable, achievable,
relevant, and time-bound
goals to drive your
success

STEP 1



RESEARCH & STRATEGIZE

Conduct thorough
research and develop
effective strategies to
ensure informed decision-
making and maximize
your chances of success

STEP 2



PLAN & EXECUTE

Develop a detailed plan
and diligently execute it
to bring your ideas to life
and achieve your desired
outcomes

STEP 3

SMART GOALS QUESTIONS

SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-bound. SMART goals are a roadmap for a specific target that are carefully planned out, executable, and trackable.

1. WHAT IS IT THAT I WANT TO ACCOMPLISH?
2. WHY IS THIS GOAL IMPORTANT TO ME?
3. WHO ARE THE STAKEHOLDERS INVOLVED IN THIS?
4. WHERE IS THIS GOAL GOING TO BE ACHIEVED?
5. WHICH RESOURCES WILL I USE HERE?
6. WHEN DO I WANT TO ACHIEVE THIS GOAL?

S

1. HOW MANY/MUCH?
2. HOW DO I KNOW WHEN I HAVE REACHED MY GOAL?
3. WHAT ARE THE INDICATORS BASED ON WHICH I WILL KNOW IF I HAVE REACHED MY GOALS?

M

1. HOW DO I ACCOMPLISH THIS GOAL?
2. IS MY GOAL ACHIEVABLE?
3. DO I HAVE ENOUGH RESOURCES TO MAKE IT HAPPEN?

A

1. IS THIS GOAL WORTHWHILE FOR ME?
2. AM I IN THE RIGHT PLACE TO ACHIEVE THIS?
3. DOES THIS GOAL ALIGN WELL WITH MY OTHER GOALS?
4. AM I THE RIGHT PERSON TO PURSUE THIS GOAL?
5. DOES THIS GOAL APPLY TO THE CURRENT SCENARIO?

R

1. WHEN DO I ACCOMPLISH THIS TASK?
2. WHERE DO I SEE MYSELF HALFWAY DOWN THE LINE?
3. WHAT SHOULD BE THE KIND OF PROGRESS THAT I DISPLAY?
4. WHICH DAILY TASKS DO I NEED TO DO TO MAKE SURE I ACHIEVE MY GOAL ON TIME?
5. WHAT ARE THE DEADLINES FOR DIFFERENT MILESTONES?

T

SMART GOALS

SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-bound. SMART goals are a roadmap for a specific target that are carefully planned out, executable, and trackable.

EXAMPLE: I WANT TO GAIN MORE FOLLOWERS ON SOCIAL MEDIA

YOUR ANSWER:

S

EXAMPLE: I WANT TO GAIN 1000 ENGAGED FOLLOWERS IN MY TARGET AUDIENCE ON TIKTOK

YOUR ANSWER:

M

EXAMPLE: I WANT TO GAIN 1000 ENGAGED FOLLOWERS IN MY TARGET AUDIENCE ON TIKTOK BY POSTING 1-3 QUALITY VIDS A DAY

YOUR ANSWER:

A

EXAMPLE: I WANT TO GAIN 1000 ENGAGED FOLLOWERS IN MY TARGET AUDIENCE ON TIKTOK BY POSTING 1-3 QUALITY, OPTIMIZED, RELEVANT VIDS A DAY THAT ENTERTAIN, INSPIRE & INFORM MY TARGET AUDIENCE

YOUR ANSWER:

R

EXAMPLE: GAIN 1000 ENGAGED FOLLOWERS IN MY TARGET AUDIENCE ON TIKTOK BY POSTING 1-3 QUALITY, OPTIMIZED, RELEVANT VIDS A DAY THAT ENTERTAIN, INSPIRE & INFORM MY TARGET AUDIENCE, ADDING FIVE QUALITY COMMENTS A DAY TO OTHER RELEVANT VIDEOS, REPLYING TO ALL COMMENTS, AND GOING ON TIKTOK LIVE FOR MIN. 30 MINS ONCE A WEEK FOR THE NEXT 30 DAY

YOUR ANSWER:

T

FIND YOUR AUDIENCE

Who is your dream customer? Who do you want to help? (be specific)

What is their biggest challenges or pain points that you can help them solve?

What solutions can you offer that meets the challenge and helps them get one step closer to their problem solved?

EXAMPLES

- I want to help women over 40 make their first \$1000 online with digital marketing.
- No tech experience, not a lot of time, no budget
- A program that teaches how to make money with affiliate marketing via TikTok Shop & high-ticket

RESEARCH

Top Competitors

Winning Products

Trending Videos/Sounds/Hashtags

BRAND BREAKDOWN

My main goal in the next 30 days is...(using the SMART worksheet)

My brands mission is to help X (your audience) solve Y (audience problem)

My "your offer/products" (solution) will help X (your audience) solve Y
(their problem) by...

ANATOMY OF A GOOD POST



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 grew my TikTok account to 10k followers in just 3 months? 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 to share my top 3 tips with you."



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 found these tips useful, don't forget to **like, share, and follow for more** content like this!"



FOR EXTRA ENGAGEMENT

You can leave the audience with a question or challenge to boost engagement. Example: "Now it's your turn. Comment MORE below for more tips!"

ANATOMY OF A GOOD POST

THE HOOK (0-3 SECONDS)

Watch -> [How to Craft a great hook](#)



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10 STEPS TO BOOST SALES AND DOMINATE THE 'FOR YOU' PAGE

A checklist for TikTok shop affiliates designed to help you craft captivating product videos that grab attention, highlight benefits, and engage with storytelling,

-  **Grab Attention:** Start your video with an attention-grabbing hook that makes viewers want to watch the entire video
-  **Highlight the Problem:** Clearly identify the problem or pain point that your product solves, resonating with your target audience
-  **Showcase Benefits:** Showcase the unique benefits and value that your product offers, emphasizing what sets it apart from competitors
-  **Use Storytelling:** Use storytelling techniques to create an emotional connection with your audience, making them relate to your product and its impact
-  **Demonstrate the Product:** Show your product in action, demonstrating how it works and its effectiveness
-  **Create Urgency:** Use scarcity and limited-time offers to create a sense of urgency, encouraging viewers to take immediate action
-  **Include Social Proof:** Incorporate customer testimonials, reviews, or user-generated content to build trust and credibility
-  **Add Captions and Text:** Utilize captions and on-screen text to convey key information, making your video accessible and understandable even without sound
-  **Optimize Hashtags:** Research and include relevant and trending hashtags to increase the discoverability of your video on the For You page
-  **Call to Action:** Clearly direct viewers on what actions to take next, such as visiting your shop, making a purchase, or following your account

4 WEEK PRODUCT

CONTENT PLANNER CHALLENGE



Informative



Educational



Motivational



Anticipation Post



Behind the Scenes



Promotional



Entertaining



Go Live

WEEK 1

MON

TUE

WED

THU

FRI, SAT & SUN



WEEK 2

WEEK 3

WEEK 4

ICON LEGEND



Informative

Industry New, new features, current trends



Anticipation Post

Let your audience know you're about to do something, like going Live at a specific day/time



Motivational

Inspirational quotes, relatable posts, success stories



Educational

Step-by step guides, checklists, tips & tricks



Go Live

Showcase your products and sell on TikTok Live



Entertaining

Memes, unseen footage, relatable trends



Promotional

Testimonials, special promotions, case studies

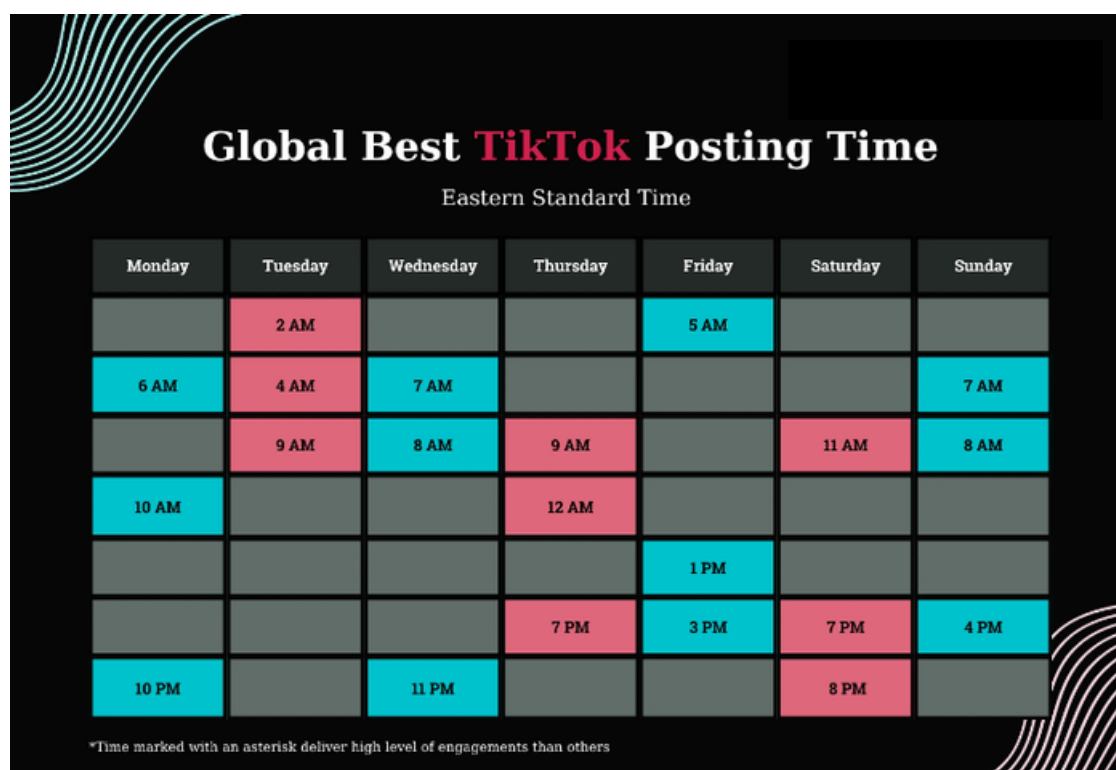


Behind the Scenes

Show how you work, your workspace, creative process

BEST GENERAL TIMES TO POST

Always check you own analytics for the actual best times for your audience.



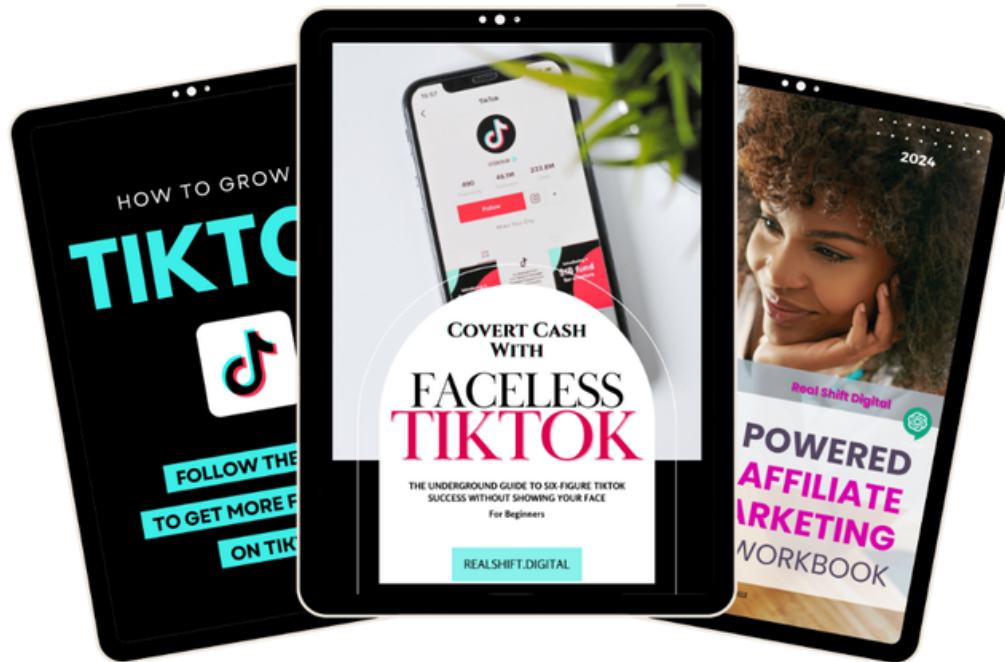
HABIT TRACKER

Keep track of daily tasks that help push the needle forward.

Date: _____

Week: _____

[illegible]



TikTok Shop Affiliate Ultimate Bundle 3 Guides

\$7 ~~\$59~~

The **Ultimate TikTok Shop Affiliate Bundle** is your toolkit for harnessing the power of TikTok to grow your affiliate marketing business.

[ACCESS NOW](#)

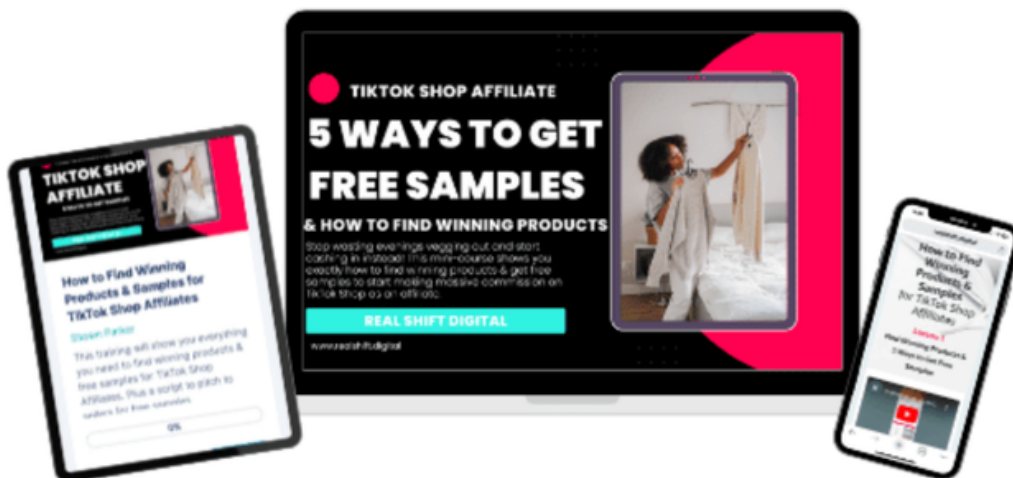
TIKTOK SHOP AFFILIATE

Find Winning Products & Get Free Samples

MINI COURSE

ONLY \$39

(\$99 VALUE)



[ACCESS NOW](#)

What's Next...



Level Up With High-Ticket Affiliate Marketing !

If You're Serious About **Making Money Online**, Don't Waste Another Minute. This New "Affiliate Domination Formula" Reveals The Record-Breaking Strategy For Crushing Affiliate Promotions While Everyone Else Is Confused, Overwhelmed (Or Endlessly Scrolling Through Cat Memes On Social Media)

Grab Your Instant Download!

*Check
this
out*



CLICK HERE



This eBook (and all the bonuses) is chock full of some of **THE BEST** affiliate marketing secrets that have changed not only my life... but the lives of thousands and thousands of others too.