

THE ULTIMATE TIKTOK SHOP AFFILIATE GUIDE



2025

Step By-Step Guide
with Screenshots

BY REAL SHIFT DIGITAL

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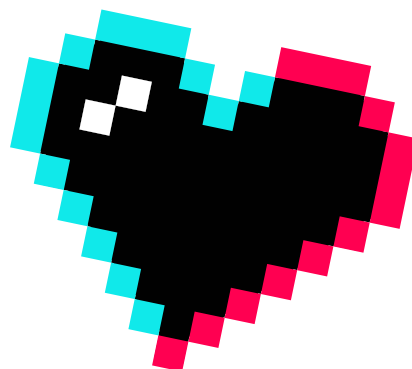
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TikTok Affiliate Activities



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 \$100k 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

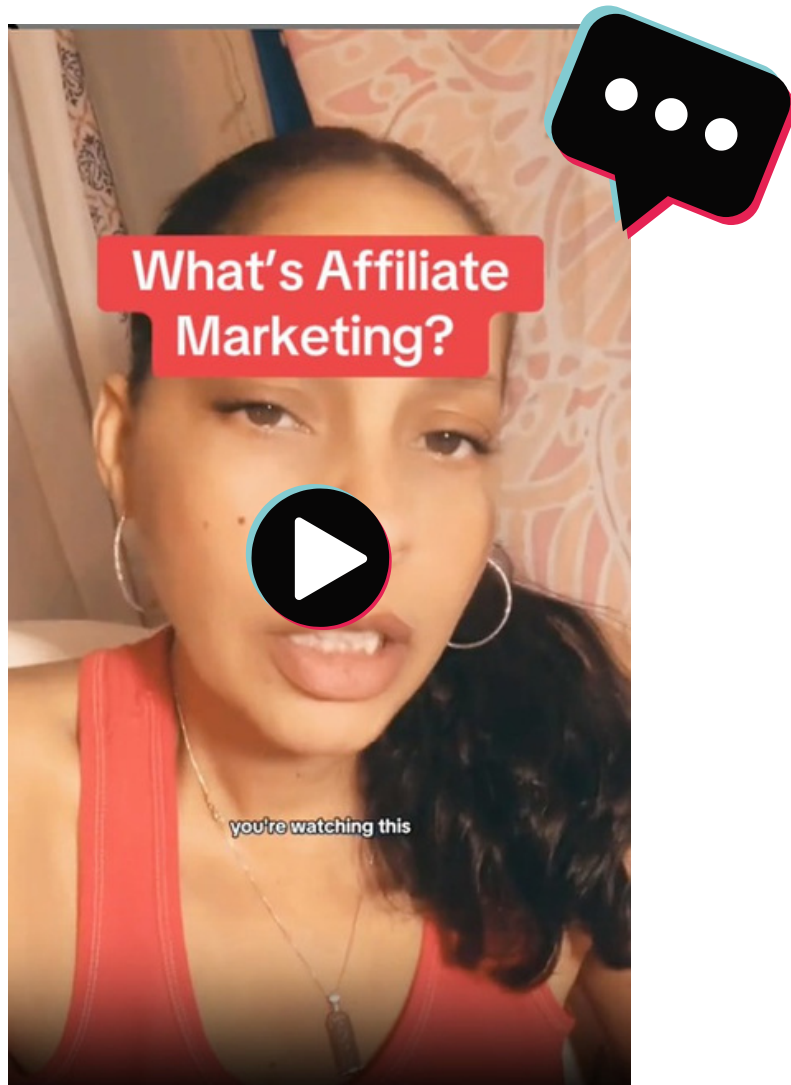
For questions DM me IG: [@RealShiftDigital](#)

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



Click to Learn about Affiliate Marketing

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What is the TikTok Shop Affiliate Program?

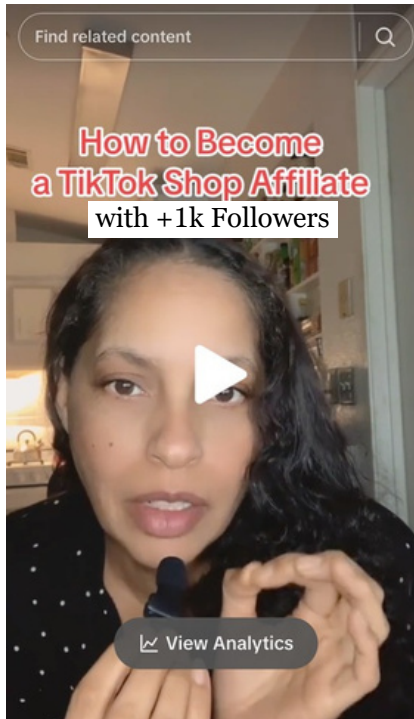
The TikTok Shop Affiliate Program aka TikTok Shop for Creators is a marketing initiative that connects creators and sellers through creativity and commission.

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.

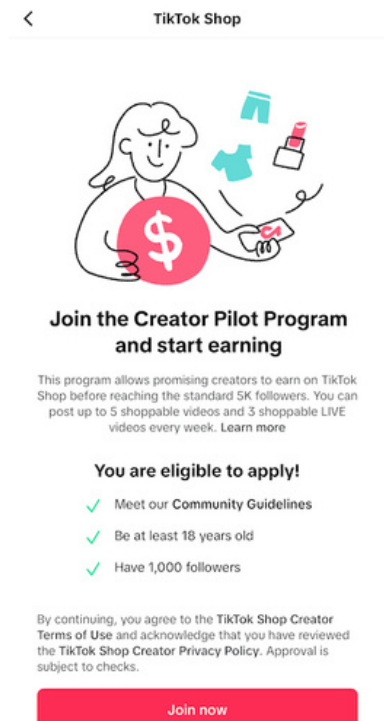
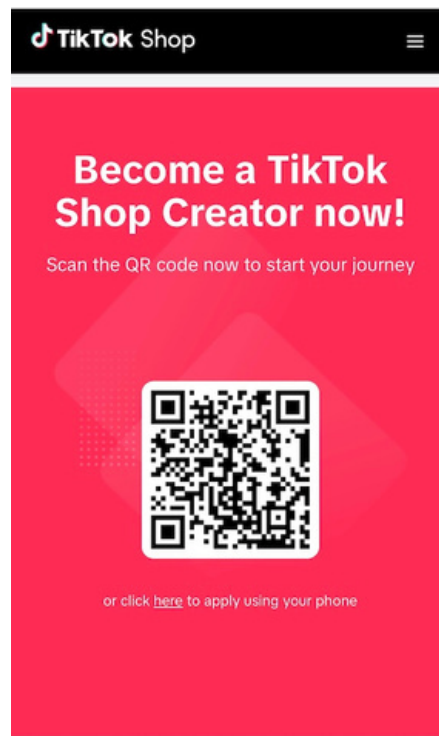
How to Join the TikTok Shop as an Affiliate with +1k Followers



From your TikTok Profile > Go to TikTok Studio > TikTok Shop for Creator (under monetization) > You will see if you're eligible there OR scan this QR code ↓:

Important: New Creator Pilot Program Guidelines & Posting Limitations

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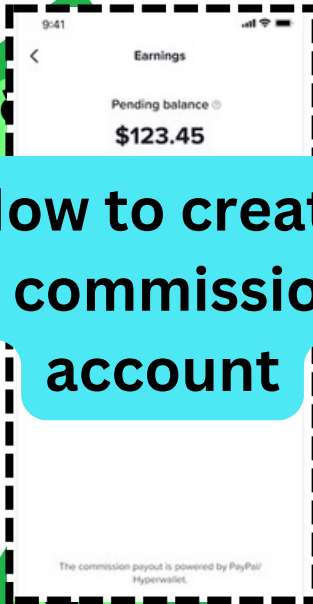


Set Up Commission Account

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

Step 1

How to create a commission account



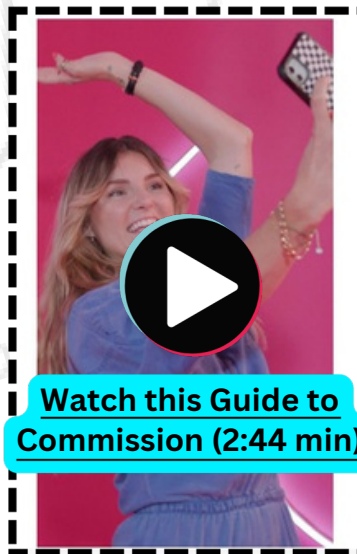
Step 2

Read Commission Rules



Step 3

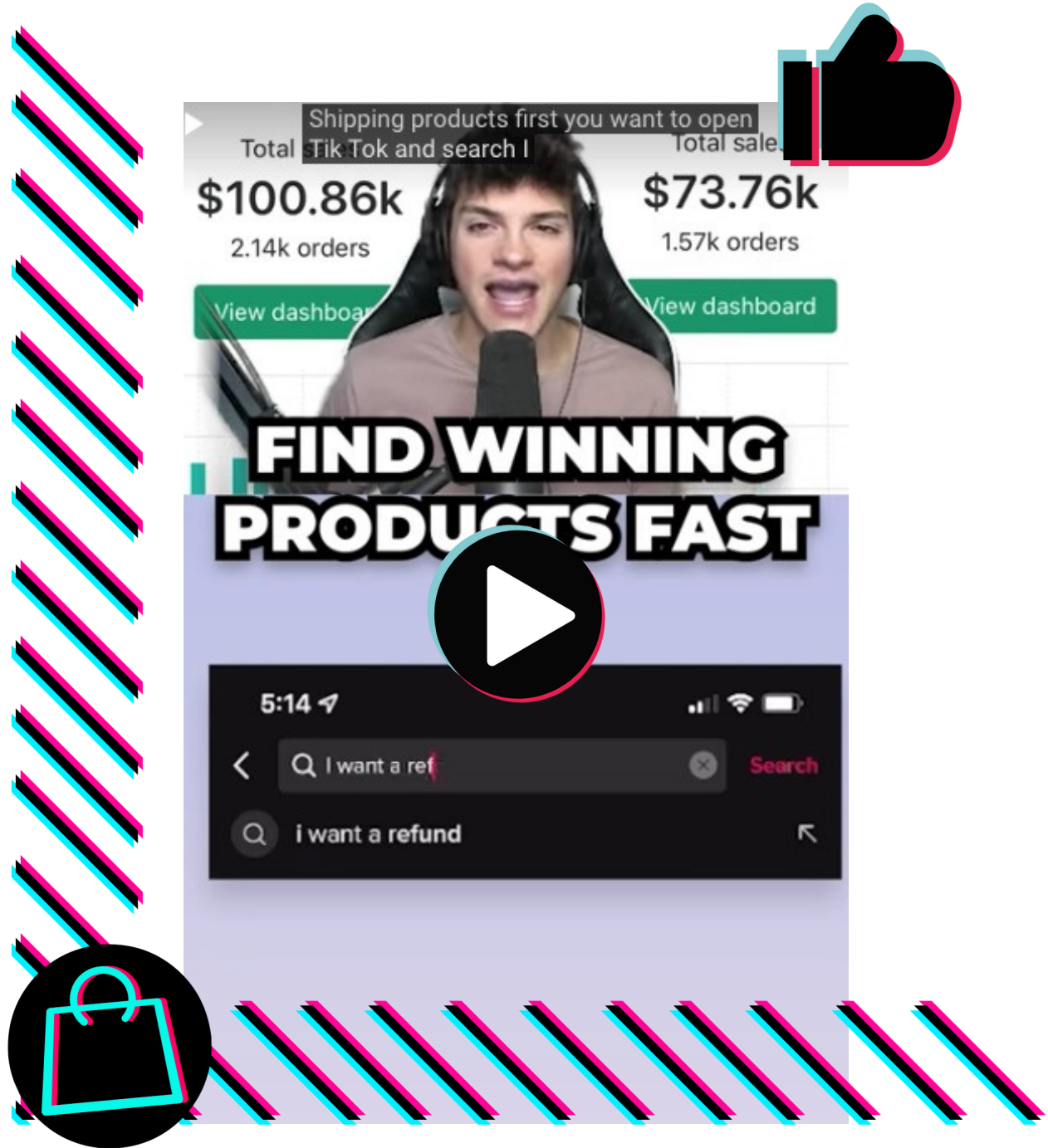
Watch this Guide to Commission (2:44 min)



Step 4: How to Withdraw Commission

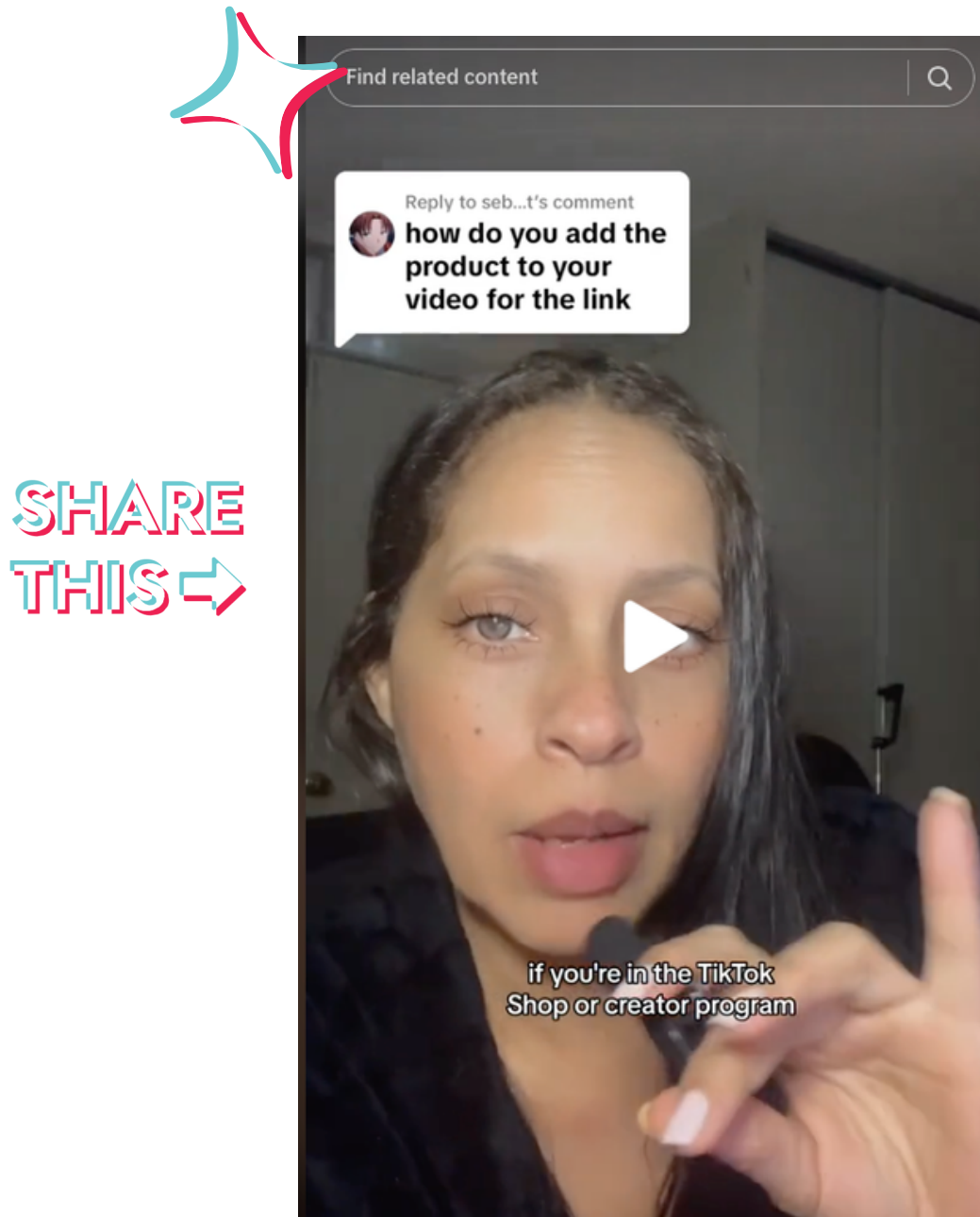
Step 5: Read Withdraw Rules

Quickly Find Winning Products to Promote



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

Click to Learn How to Add Product Links to Your Video



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

Requesting Free Samples

What are the key steps for TikTok Shop creators to obtain and manage samples?

- Discover samples in the **Product Marketplace** or via **Collab Invites**, then request or purchase them.
- Track sample status in **Manage Samples** and ensure promotional content is posted within required timelines.



What are the limitations and requirements for requesting samples from sellers?

- Creators with less than \$5K monthly GMV can request up to 5 samples; \$5K-\$150K GMV allows 20 samples; over \$150K GMV allows 50 samples.
- Content must be posted within 14 days of receiving a sample.

How do Refundable Samples work, and what are the criteria for receiving a refund?

- Purchase Refundable Samples and post content that generates sales to receive a refund.
- Refunds are processed once seller criteria are met, and content must be posted within 90 days.

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What should creators do if they need to re-apply for samples or cancel a sample request?

- Re-apply immediately after withdrawing a request or 30 days after disapproval, expiration, or cancellation.
- Cancel or withdraw requests before processing, and track status in Manage Samples.

What happens if a product goes out of stock for a Refundable Sample?

- If out of stock, the 90-day posting timeline pauses for 10 days. If not restocked, criteria are fulfilled, and a refund is issued without content posting.

[Click here for more information about requesting free samples](#)

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

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 & sizing 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

Module 3

Let's create video content.

3 Es of Video Content Creation

Efficiency

Provide a seamless buying experience by minimizing any checkout hurdles for customers.

Engagement

Utilize real-time interactions to help create an environment where users feel valued, connected, and heard.

Effectiveness

Use features within the platform to drive revenue and grow your customer base.

Shooting Equipment



Mobile Phone



Camera

Filming & Creative Tools

Production Tools

Stabilizer Equipment

- Selfie Stick
- Tripod
- GorillaPod
- Handheld Stabilizer
- Slide Rails

Sound Equipment

- Directional Mic
- Lavalier Mic
- USB Mic

Lighting Equipment

- Fill Light
- Ring Light

Editing Tools

Via Mobile Phone

- Capcut
- Smart Video Tool Powered by TikTok for Business

Via PC/Mac (Adobe Suite)

- Photoshop
- Premiere
- After Effects

Activity

Create a TikTok Video featuring the product you selected to boost in the Module 2 reflection. Apply at least two creative elements.

- Headlines
- Music
- Stickers
- Transitions



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

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

List 2 customer testimonials you can feature in your video

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

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.

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15 Second FREE Leads

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!

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.