CREATOR CART LAB / DIGITAL LEARNING LIBRARY

Affiliate Launch Guide

16 practical lessons for aspiring US TikTok Shop affiliates.

Complete original written lessons with action steps, knowledge checks and space to record your work.

Independent education. No earnings, sales or account-approval guarantee. Eligibility, program terms and platform rules may change. Check current official requirements before acting.

Research baseline: November 12, 2026. Personal learning and lawful adaptation of the included frameworks.

Open the interactive InfoApp

Your learning path

Use the interactive app alongside this guide. Read each lesson, complete its action step, then answer the knowledge check. Answers are collected at the end.

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01-1 How the affiliate model works

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MODULE 01 / START WITH THE RIGHT FOUNDATION

How the affiliate model works

You are learning a sales-based affiliate business, not applying for a salaried job. A creator introduces a seller’s product through eligible shoppable content. A qualifying attributed purchase may generate a commission under the terms shown in the account. Views alone do not equal sales or affiliate commissions.

Put it into practice

Map the journey: content → product click → order → eligible settlement. Identify who supplies the product, who fulfills the order and who handles customer service. Keep your responsibilities focused on accurate demonstrations, honest recommendations and disclosures. Do not confuse this program with Creator Rewards or a paid brand sponsorship.

Your action step

Sketch the purchase journey for one product you already use. Mark which steps you control and which depend on TikTok, the seller or the buyer.

Knowledge check

Which event can create affiliate commission?

1. A qualifying attributed purchase

2. Every video view

3. Opening the app

Your exercise notes

MODULE 01 / START WITH THE RIGHT FOUNDATION

Check US eligibility before you buy samples

Start with the official US Creator Eligibility Policy linked in Resources and the requirements shown in your own account. At the research date, affiliate applicants must be US-based, 18 or older, have at least 1,000 followers and pass applicable identity and account checks. Requirements and pilot limits can change.

Put it into practice

Use your real identity and location. Never buy an account, rent an ID, fake residency or pay someone to bypass approval. Do not confuse seller-bound account categories with open affiliate access. If not eligible, practice filming ordinary non-shoppable educational videos and build an audience organically. This course cannot grant approval.

Your action step

Write your eligibility status, the date checked and your next legitimate step. Do not upload identity documents to this learning app.

Knowledge check

Who decides access to TikTok Shop?

1. This course

2. TikTok

3. A product seller’s promise

Your exercise notes

MODULE 01 / START WITH THE RIGHT FOUNDATION

Choose an audience you understand

A useful niche is a specific person with a recurring problem you can demonstrate. “Busy apartment cooks cleaning a small kitchen” gives you clearer ideas than “everyone who shops.” Choose a category you can evaluate honestly without specialized claims.

Put it into practice

List three audiences you know. For each, write five practical problems, three products you can access and one reason viewers would trust your observation. Favor low-risk household or everyday utility examples while learning. Avoid medical, financial or dramatic appearance claims you cannot substantiate. A niche is a testable direction, not a lifetime commitment.

Your action step

Write: I help [specific person] evaluate [product category] for [real situation]. Make a list of ten questions that person might ask.

Knowledge check

What makes a useful starting niche?

1. A clear person and practical problem

2. The biggest possible audience

3. Only the highest commission

Your exercise notes

MODULE 01 / START WITH THE RIGHT FOUNDATION

Set a realistic budget and expectations

Start with equipment you already own: a phone, natural light and a stable surface. Do not borrow money on the assumption that commissions will repay it. Your first goal is a repeatable learning process, not a guaranteed income milestone.

Put it into practice

Set a maximum sample budget and a stop date for reassessment. Track course fees, samples, props, optional software, shipping and other expenses. Record gross commissions separately from settled cash and profit. Taxes depend on your situation; consult a qualified professional when needed. A sample is not automatically free and a refundable sample may have conditions.

Your action step

Create a starting budget with a spending cap, the products you already own and a weekly time block you can maintain.

Knowledge check

Which number best reflects cash actually received?

1. Video views
2. Estimated commission
3. Settled payout received

Your exercise notes

MODULE 02 / FIND PRODUCTS WORTH DEMONSTRATING

Build a product shortlist

Look for products that solve a clear problem for your audience and can be shown truthfully in a short clip. Marketplace access depends on your account permissions. Start with products you already own when the exact item is available and eligible.

Put it into practice

Create a shortlist of five items. For each, record the exact listing, variant, price, commission terms, seller, inventory signals, recent reviews and likely buyer objections. Read negative reviews as well as positive ones. Do not copy another creator’s video or assume a trending product will perform for you. Verify availability before every new recording batch.

Your action step

Add five items to the Product Lab. Use the same evaluation criteria for all five rather than choosing on commission alone.

Knowledge check

What should you verify before linking?

1. The exact product and variant

2. Only the video’s color scheme

3. A competitor’s earnings screenshot

Your exercise notes

MODULE 02 / FIND PRODUCTS WORTH DEMONSTRATING

Score products without pretending to predict sales

Use a simple five-factor score to organize research: audience fit, demonstrability, buyer value, seller reliability and realistic commission economics. Score each from one to five. This is an internal decision tool, not TikTok’s rating system or a sales forecast.

Put it into practice

For each score, add one sentence of evidence. A high demonstrability score needs a visible, repeatable use case. Reliability should consider current reviews, shipping expectations and product consistency. Reject a product with safety concerns or misleading listing claims even if the total score is high. Test one or two suitable items first.

Your action step

Score your shortlist in Product Lab. Choose one item and write the biggest uncertainty that a hands-on test must resolve.

Knowledge check

Does a high research score guarantee sales?

1. Yes

2. No

3. Only for viral products

Your exercise notes

MODULE 02 / FIND PRODUCTS WORTH DEMONSTRATING

Request samples professionally

A sample request should explain your audience, relevant content experience and a feasible demonstration idea. Never promise sales, positive reviews or results you cannot control. Seller acceptance is optional.

Put it into practice

Message template: “Hi [name], I create practical videos for [audience]. I am interested in testing [exact product] for [specific use case]. If a sample is available, please share the requirements and deadline. I will give an honest demonstration and disclose the sample relationship. I cannot guarantee views or sales.” Review sample obligations in your account before accepting. Keep shipping and personal information in official channels.

Your action step

Adapt the template to one seller. Save the required deliverables and deadline in your own calendar before accepting any offer.

Knowledge check

What can you reasonably promise?

1. Guaranteed sales

2. An honest agreed deliverable

3. A positive review before testing

Your exercise notes

MODULE 02 / FIND PRODUCTS WORTH DEMONSTRATING

Test before you recommend

Show what you personally observed. An unboxing proves packaging and first impressions; it does not prove long-term durability. Separate listing specifications, your observations and untested assumptions.

Put it into practice

Use a small test sheet: setup, normal use, one limitation and who the product may not suit. Film the exact variant you link. Do not use deceptive editing to exaggerate performance. Do not claim personal experience with a product you have not used. For products with safety instructions, follow the instructions and avoid hazardous stunts. If the product disappoints, choose another item or explain the limitation accurately.

Your action step

Write three facts you observed and one limitation. Build your first script only from facts you can support.

Knowledge check

Can an unboxing prove six months of durability?

1. No

2. Yes

3. If the packaging looks premium

Your exercise notes

MODULE 03 / CREATE AND PUBLISH USEFUL VIDEOS

Write a clear 30-second demonstration

A simple structure is a specific hook, an honest disclosure, a visible demonstration, a useful limitation and a calm next step. The length is an editing exercise, not a platform requirement or an algorithm trick.

Put it into practice

Example: “Small desk, messy cables? I may earn a commission if you buy through this link. Here is how this clip holds my charging cable on this desk. It fits this cable, but a thicker connector may not fit. Check the linked listing for the current size and price.” Show the action while describing it. Avoid “everyone needs this,” invented scarcity and unsupported superlatives.

Your action step

Draft three versions of the same video with a different opening. Keep the product, claim and demonstration unchanged.

Knowledge check

Which hook is more useful?

1. This will change everyone’s life

2. Here is how this clip fits my desk cable

3. Guaranteed best product online

Your exercise notes

MODULE 03 / CREATE AND PUBLISH USEFUL VIDEOS

Film with a phone and ordinary light

Clean the lens, place the phone steadily and frame the product action in vertical orientation. Put a light source in front or to the side of the product. Record a short test to check readable labels, focus and clear audio.

Put it into practice

Capture five reusable shots: the problem, the product in hand, setup, actual use and the result you observed. Record your own footage. Use captions that match the spoken message and keep important details away from interface overlays. Choose music or other assets you are allowed to use for commercial content. Do not use someone else’s clips without permission.

Your action step

Record a five-shot sequence. Watch once without sound and once with sound; note any missing context or unclear disclosure.

Knowledge check

What should you do before a full recording batch?

1. Buy a professional camera
2. Record a brief light and sound test
3. Copy another creator’s footage

Your exercise notes

MODULE 03 / CREATE AND PUBLISH USEFUL VIDEOS

Disclose the relationship clearly

Explain the financial connection in plain English where viewers will notice it. For an affiliate video, a practical example is “I may earn a commission if you buy through this link.” If a brand provided the product, disclose that as well.

Put it into practice

Put the disclosure in the video, using clear spoken and readable on-screen wording appropriate to the content. Use TikTok’s applicable disclosure tools too. Do not hide the connection after “more,” only in a profile, or in a block of hashtags. Do not assume a platform label alone solves every disclosure issue. For LIVE content, repeat the disclosure so new viewers can see and hear it. Read the FTC resources for context.

Your action step

Add the correct disclosure to your script and recording plan. Check contrast, font size and whether a new viewer understands your relationship.

Knowledge check

Where should a video disclosure appear?

1. Only in your biography

2. In the video itself

3. Only on a separate website

Your exercise notes

MODULE 03 / CREATE AND PUBLISH USEFUL VIDEOS

Publish with a preflight check

Before posting, compare the clip with the exact product listing. Confirm the linked item, variant, current claims, disclosure and music rights. Features and menu names can vary; follow the official in-app flow available to your account.

Put it into practice

If eligible, use the product-link option offered in the publishing flow and select the exact matching item. Preview the post. Write a descriptive caption instead of a misleading promise. Save the post URL, product, hook and publication date in your tracker. Observe your account’s current posting limits; a course calendar never overrides them. If product-link access is missing, use official support rather than a workaround.

Your action step

Complete the preflight on one draft: exact item, supported claims, disclosure, rights, readable text, valid link and account limits.

Knowledge check

What overrides a suggested posting calendar?

1. A course checklist

2. Your current account permissions and limits

3. A seller’s sales target

Your exercise notes

MODULE 04 / REVIEW RESULTS AND BUILD A ROUTINE

Understand the funnel metrics

Different metrics answer different questions. Views indicate exposure; product clicks indicate interest; orders indicate purchases; settled commission indicates eligible earnings after the relevant process. None should be confused with profit.

Put it into practice

In your tracker, use matching time windows and attribution information available in TikTok. Click-through rate is product clicks divided by views, multiplied by 100. Click-to-order rate is orders divided by product clicks, multiplied by 100. Commission per order uses commission divided by the matching eligible orders. Small samples can be noisy. An estimated commission is not a promise of a final payout.

Your action step

Enter a practice row: 1,000 views, 30 clicks and 1 order. Calculate 3% click-through and about 3.33% click-to-order. Label it practice.

Knowledge check

What is 30 clicks divided by 1,000 views?

1. 30%

2. 3%

3. 0.3%

Your exercise notes

MODULE 04 / REVIEW RESULTS AND BUILD A ROUTINE

Diagnose one problem at a time

Low attention may point to an unclear opening or demonstration. Clicks without orders may point to fit, price, listing trust or unavailable variants. Orders with disappointing net commission require an economics review. These are hypotheses to investigate, not automatic diagnoses.

Put it into practice

Compare posts with similar observation windows. Start with a single change you can describe: a clearer opening, a more visible size comparison or a stated limitation. Keep the rest of the video concept steady where possible. Do not delete everything after one quiet post or claim a precise algorithm cause without evidence. Record the change and what would make you keep or abandon it.

Your action step

Choose one metric and one controllable change for the next three drafts. Write a hypothesis before publishing.

Knowledge check

What is a useful experiment?

1. Change every element simultaneously

2. Change one meaningful element and record it

3. Assume low views prove a ban

Your exercise notes

MODULE 04 / REVIEW RESULTS AND BUILD A ROUTINE

Manage commissions and cash carefully

Use the earnings area in your account to distinguish estimated, pending, settled and paid amounts. Orders can be canceled or returned, and account or program rules can affect eligibility and timing. Read the current terms rather than relying on a fixed payout schedule in a video.

Put it into practice

Reconcile your tracker with account records at least weekly. Keep a record of payouts received and business expenses. Avoid counting the same order twice when exporting overlapping date ranges. Do not spend pending earnings as if they are already in your bank. Keep tax records in your own secure system; this app is an educational planner, not accounting or tax software.

Your action step

Create four totals in your own bookkeeping: estimated commission, settled commission, cash received and expenses. Note any unexplained difference.

Knowledge check

Is pending commission the same as cash received?

1. Yes

2. No

3. Only after a viral post

Your exercise notes

MODULE 04 / REVIEW RESULTS AND BUILD A ROUTINE

Run your first 30-day learning cycle

Treat the first month as a structured experiment. Check eligibility, choose a narrow audience, test products, create honest demonstrations and review the evidence. You may earn nothing during this process.

Put it into practice

Use the Calendar tab as an editable practice plan. Adjust the pace to your available time, sample delivery and account limits. Review each week: what did viewers ask, what was unclear, what cost more than expected and what needs another test? Choose a next step based on your budget and observations. If you are not eligible, substitute non-shoppable filming practice and audience research for product-link tasks.

Your action step

Complete a weekly review: one useful lesson, one product decision, one content change and one budget decision. Then plan your next week.

Knowledge check

What is the first month’s controllable goal?

1. Guaranteed $2,800

2. A documented learning and testing routine

3. A promised number of viral posts

Your exercise notes

Knowledge-check answers

Use the answer key to review your reasoning. Completing a quiz is a learning aid, not professional certification.

01-1 — How the affiliate model works
1. A qualifying attributed purchase

01-2 — Check US eligibility before you buy samples
2. TikTok

01-3 — Choose an audience you understand
1. A clear person and practical problem

01-4 — Set a realistic budget and expectations
3. Settled payout received

02-1 — Build a product shortlist
1. The exact product and variant

02-2 — Score products without pretending to predict sales
2. No

02-3 — Request samples professionally
2. An honest agreed deliverable

02-4 — Test before you recommend
1. No

03-1 — Write a clear 30-second demonstration
2. Here is how this clip fits my desk cable

03-2 — Film with a phone and ordinary light
2. Record a brief light and sound test

03-3 — Disclose the relationship clearly
2. In the video itself

03-4 — Publish with a preflight check
2. Your current account permissions and limits

04-1 — Understand the funnel metrics
2. 3%

04-2 — Diagnose one problem at a time
2. Change one meaningful element and record it

04-3 — Manage commissions and cash carefully
2. No

04-4 — Run your first 30-day learning cycle
2. A documented learning and testing routine