

LESSON 2.

TIKTOK FOR AFFILIATES: WHAT CONTENT SETS TRENDS AND ATTRACTS FOLLOWERS

TikTok isn't about perfect videos, fancy editing, or celebrity brand ambassadors. It's a platform where only one thing matters — content. Even a total beginner with zero followers can rack up thousands or even millions of views if their video matches what the algorithm wants and captures people's interest.

For affiliates, that's a huge opportunity. You don't need to spend money on ads, shoot with expensive gear, or hire a production crew. The key is to figure out which formats work and adapt them to your offer.

In this lesson, you'll learn:

- Which TikTok video formats get reach
- How to use trends for your product

- What works in affiliate content — and what doesn't
- Examples of videos you can replicate
- A simple starter assignment to practice
- Why TikTok is a goldmine for affiliates

WHY TIKTOK IS A GOLDMINE FOR AFFILIATES



If you're just starting in affiliate marketing and wondering, "Where do I start?"

Where can I find people fast to see my offer and make sales?" — the answer is simple: TikTok.

Yes — the same app where people dance, make jokes, share hacks, and post 15-second clips.

And here's why it's a treasure chest for affiliates, especially beginners.

TikTok's Algorithm: Anyone Can Get a Shot

Traditional social platforms (Instagram, YouTube) work like this: to show up in other people's feeds, you need an audience, likes, followers, and a track record.

It's different with TikTok.

Anyone can post a video and it can land in the For You feed instantly — even with zero followers and a brand-new account.

The algorithm tests every new video on random users. If it performs well, it gets shown to more and more people.

Virality

=

More Reach

=

More Traffic

“Viral” means content spreads like wildfire — and TikTok is the reigning champion of virality. Why?

- Videos are short → easier to watch till the end → the algorithm pushes them more.

- People constantly share videos with friends → more views.
- The app is designed for “scroll addiction” — endless feed, fast video turnover.

For affiliates, this means one good video can bring thousands of clicks and hundreds of conversions.

Easy Start: No Fancy Gear, No Studio, No Face Required

TikTok is beginner-friendly.

- You can film on any smartphone — even a 5-year-old model.
- No pro editing needed — cut clips, add text, and upload right in the app.
- No need to show your face — you can screen record, make compilations, or use voiceover.
- No acting skills, no expensive mic.

Example formats:

- AI voiceover + text + stock footage
- “Slideshow” with quotes, facts, diagrams
- Screen-recorded app/website walkthrough
- Someone else’s success story told as a narrative



You can literally start from zero — and that's rare in marketing.

TIKTOK IS PERFECT FOR “FAST DECISION” OFFERS

Some niches thrive on quick actions:

- “I want to try this”
- “I’ll sign up now, why not?”

TikTok delivers the message instantly. A user sees your video → understands it in 15 seconds → **clicks. Quick, native, simple.**

If you:

- Don’t want to spend money upfront
 - Don’t know how to make “pro” content
 - Want fast traffic to test offers
- TikTok is your #1 platform.



It's built for simplicity, virality, and speed — and it works.

Many people with zero experience are already making money just by posting short videos about what they've tried.

WHAT'S WORKING RIGHT NOW ON TIKTOK

Think of TikTok as a giant marketplace:



Everyone's shouting for attention, but only those who grab it fast, clear, and on-point get noticed.

Nº 1.

Educational Content

“Value in 15 seconds” is powerful.

People come to TikTok for more than entertainment — educational clips are among the most viewed formats right now.

Deliver value fast and cut the fluff.

Examples:

- *Where to Learn Crypto & Trading in 2025? EVEDEX Academy Review*
- *Full Crypto Trading Course / 10x–100x Leverage (Step-by-Step Guide)*
- *How to Make \$5,000/Month on EVEDEX in 2025?! (Complete Guide)*
- *Secret EVEDEX Signup Hacks (Boost Your Cashback & Rewards!)*

Format:

- Talking to the camera
- Text on screen + AI voiceover
- Screen demos with text overlay

Nº 2.

Stories / Storytelling

People love stories — especially personal and real ones.

Storytelling means sharing an experience, mistake, success, or insight. Viewers naturally want to know “what happened next?”

Examples:

- *I Gave My Friend \$1,000 to Trade on EVEDEX. Here's What Happened in 24 Hours (Uncensored)*
- *I Made \$1,000 in 1 Hour on EVEDEX — Here's HOW! (Real Trade Breakdown)*

Format:

- Talking head or montage
- Text + background music or voiceover
- Always end with a takeaway or CTA: “Want to do the same? Link in bio.”

Important: don't make anything up. A simple story is better than a fake one.

№ 3.

Trending Sounds & Challenges / Storytelling

TikTok's algorithm loves trends. Using a trending audio or participating in a challenge can boost you even with zero followers.

Examples:

- *Popular song + text: “When you realize you could’ve made \$500 but didn’t click the link...”*
- *Joining a challenge but adding your affiliate twist*



Tip: Trends last 3–7 days — move fast. Check the “Trending” section and sounds you see repeatedly in your feed.

№ 4.

Provocative Titles

The first 1–2 seconds determine whether a viewer stays or scrolls. Hooks should hit a pain point, spark curiosity, or trigger emotion.



Examples:

- *EVEDEX — Everything Binance Wanted to Be!*
- *The Only DEX That Feels Like a CEX: EVEDEX vs the Rest!*
- *Binance Is Dead to Me — I Switched to EVEDEX (You Should Too)*

Format:

- Text with the video
- Voiceover + inserted short clips

Important:

No click bait. Show, explain and confirm what you promise. Otherwise you'll get dislikes.

Nº 5.

Before/After / Transformation

Show results — people trust what they can see. It's perfect for nutriciology, wellness, fitness and so on.



Examples:

- *How to Turn \$100 into \$1,000 in Crypto (Degenerate Edition)*
- *Can \$100 Become \$1,000 in 7 Days on EVEDEX? (Challenge Start)*
- *1 Week. 100x Leverage. Only EVEDEX. Let's Go.*

Format:

- Pictures/videos before and after
- Text/voiceover

Important:

There are many TikTok bans for before/after that are too obvious. Make sure it looks native and follows the rules (no nudes, no empty promises).

Nº 5.

Comparisons / Reactions / Analysis

Viewers love “what’s better” and “why” breakdowns. Done with energy, it’s far from boring.



Examples:

- *Best Exchange for Degens in 2025? (You NEED to See EVEDEX)*
- *EVEDEX Platform Review (Step-by-Step Guide + BONUSES)*
- *Why I Trade on EVEDEX — The Reasons Will SHOCK You!*

Format:

- Two screens: topic on the left, your reaction/ explanation on the right
- Voiceover, arrows, explanations.

WHY YOU CAN'T JUST DO “DIRECT ADS”

TikTok is about entertainment, trends, value, and emotions — not “Here’s my product, buy it.”



People scroll past boring direct ads instantly.

Content

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Ads



Content is what people want to watch.
Ads are what they run from.

A successful affiliate takes a trending format, weaves in a helpful or emotional story, and gently places the offer inside — without pressure.

THE 3-STEP METHOD:

Step 1

Use a Trending Mechanic

Mechanic is all about content delivery.

Examples:

- “5 Steps” / “3 Tips”
- “How I...” (story or challenge)
- “Reacting to...”
- “What Happens If...”
- Before/After
- “Are You Making This Mistake?”

Important:

Trend is not just using the sound, it's also using the right format, idea and approach. You can take any of those and adapt it to your affiliate program.

Step 2

Weave the Offer into the Script

You need to show your through benefit or emotion.

Split your offer into:

- **Benefit** — what they gain (bonus, faster results)
- **Emotion** — desires, fears, pain points

Examples:

Benefit: Platform gives you \$10 for registration.

Emotion: You fear crypto buy here you can start with just \$5.

**Step 3****Apply the 80/20 Rule**

80% = story, value, emotion

20% = soft bridge to the offer

Don't do this:

Hi! Here's the link, sign up and earn!

Do this instead:

I tried a platform and gained \$10 for registration.
That was my first step in crypto. That's how it was

Example Video:

Free Crypto? How to Get Maximum EVEDEX Bonuses (Step-by-Step)

Hook: “Want to try crypto but afraid to lose money?”

Mini-guide → Motivation: “Didn’t think it would work, but turned \$5 into \$7 — small win, but it’s something.”

In the description: referral link.

Finding Ideas & Trends

- TikTok “Discover” and “For You” feed
- TikTok Creative Center → Trending
- Hashtag search: #affiliate, #makemoneyonline, #topproducts, #life hacks, etc.
- Competitor analysis — see what’s working in your niche



Tip: Don’t copy word-for-word. TikTok rewards fresh takes, not clones.

WHY VIDEOS FLOP (AND HOW TO FIX THEM)

Common beginner mistakes:

- Too slow or complicated — TikTok isn’t YouTube.
- No hook in the first 3 seconds.
- No captions — many watch without sound.
- Too “salesy.”
- No call-to-action.



AFFILIATE CONTENT EXAMPLES

Format	Video Example
Education	How to Get Paid for Trading: EVEDEX Profit System
Reaction	Saw EVEDEX Card Is Free — Testing It Myself
Story	Why I Trade on EVEDEX — The Reasons Will SHOCK You!
Trend	Letting a Bot Trade for 24 Hours on EVEDEX — The Results Were Crazy!

TikTok doesn't reward perfection — it rewards audience understanding and fast delivery. If you want affiliate videos to get free reach, attract traffic, and spark interest, focus on engagement and value, not just selling.

TikTok loves creators who deliver emotions, solutions, and insights. Followers don't matter — what matters is what you say and how you say it.