

LESSON 4.

SHORTS TRENDS: WHERE TO FIND THEM AND HOW TO INTEGRATE THEM INTO AFFILIATE OFFERS

A trend is something that is currently “hot” with people: popular music, a meme, a challenge, or a video format.

Simply put: if everyone on TikTok is dancing to the same sound or making the same meme, that’s **a trend**.

Example: *a sound racks up millions of views on TikTok → almost everyone uses it in their videos. Those who jumped on the trend got tons of views.*

Why Trends Are a Reach Accelerator

- 1. The algorithm loves trends.** YouTube Shorts promotes videos that are already popular: the more people watch till the end, like, or share — the higher the chance to get recommended.
- 2. Virality.** Trendy videos spread easily, even if you have zero subscribers.

3. Rapid growth. One successful video can bring hundreds of thousands of views in a couple of days.

Example: *you make a video using a trending crypto sound.*

You have 100 subscribers. In a few days, the video gets 50,000 views, 5,000 likes, and hundreds of comments. You get free traffic to your offer.

Lesson Goal

1. Learn to spot trends that actually work.
2. Understand how to connect a trend with an affiliate offer so views convert into clicks and sign-ups.
3. Create content that hooks the audience and nudges them to act.

Trend content = chance to go viral even if your channel is very small.

You don't need a million subscribers for a video to start "flying" in recommendations.

The key is to correctly choose a trend and adapt it to your offer.

WHERE TO FIND TRENDS

1. Built-in YouTube Tools

YouTube itself shows what's popular now.

1. **The “Trending” tab** shows the hottest videos in your region.
2. **Popular Shorts in your niche** — check which videos get the most views and engagement.

Example: *you focus on crypto. You check trends → see “Top-3 crypto exchanges” videos getting 500,000 views. That’s a hot topic — so make your own Shorts on something similar + add your referral offer.*

2. External Platforms

Trends often “move” from other social networks.

1. **TikTok, Instagram Reels** — what's hot there today may become popular on YouTube Shorts tomorrow.
2. **Reddit** — subreddits on memes, crypto, finance, fitness → quickly see what's discussed and what hooks the audience.
3. **Google Trends** — shows rising search queries. If people actively search for “how to buy bitcoin as a beginner” → a Shorts topic.

Example: *TikTok trend with a meme sound “when you invested and woke up in the morning.” Take that sound → make your own video about an exchange offer.*

3. Services and Tools

There are specialized tools to track trends, saving time:

1. **Trendinalia** — tracks trending hashtags and topics.
2. **VidIQ, TubeBuddy** — analyze video popularity, tags, posting frequency.
3. **Aggregator channels on YouTube** — post collections of “trending Shorts” for quick inspiration.

Example: *VidIQ shows videos tagged #cryptoTips get many views → create a short mini-guide with that tag + offer to register on an exchange.*

Trends are a map showing where audience attention flows. If you spot them and adapt for your offer, your Shorts get free reach and conversions.

Next step — we’ll explore how to adapt a trend to your offer, so you not only go viral but also monetize it.

HOW TO ADAPT TRENDS FOR AFFILIATE OFFERS

1. Align with the Offer

Main formula:

trend + offer = hype + audience pain point solution

- **Trend** — popular music, meme, challenge, or topic.
- **Offer** — your product/service linked by referral.
- **Audience pain point** — the problem your product solves.

Example: a popular meme “when you invested \$1000 in bitcoin and woke up” → add your exchange offer in the description with registration link.

2. Integration Formats

a) Video Meme

1. Take a trending meme or popular sound.
2. Add a short joke + offer in the description.

Example: meme “when you think you bought bitcoin at the bottom, but it drops even more” → description: “Want to trade without mistakes? Register on the exchange via the link.”

b) Mini-Guide with a Trending Sound

1. Use the trending sound or format → accompany with quick useful info.



2. Place the offer at the end or in the description.

Example: popular “lifehack” sound. Video: “3 newbie crypto trading mistakes” → offer a course or exchange with referral link in description.

c) Challenge with a Product “Lead-in”

Take a trending challenge → make your offer part of the story.

Example: challenge “show your workspace.” You film: “Here’s how I trade crypto and avoid mistakes” → add your platform offer.

TIPS FOR ADAPTATION

1. **Don’t copy the trend 100%** — adapt it for your niche and audience.
2. **Keep it simple** — short, clear, emotional.
3. **Test different formats** → see what “hits.”

Example test: make 3 video variations on one trending sound → one meme, one mini-guide, one challenge → track which gets more views and clicks.



A trend alone brings reach. Add an offer and solve a pain point — you get viral content that actually converts.

Next step — we'll examine **common beginner mistakes when working with trends in Shorts**, so you don't lose reach and money.

TYPICAL MISTAKES

Long Intros

- 1. Problem:** the first 3 seconds are the most important. If the viewer isn't hooked immediately, they swipe away.
- 2. Bad example:** 10 seconds of "Hi, I'm John, I'm into crypto..." → viewer leaves.
- 3. Fix:** start with a hook → an intriguing moment or question.

Example: "I lost \$500 on an exchange in one day... Here's how I fixed it!"

Too Much Text and Graphics

- 1. Problem:** too much text or complicated graphics → viewer can't read fast enough and leaves.

2. Bad example: “Top 5 exchanges with 0.1%, 0.2% fees, registration bonus and promo code...” flashing fast.

3. Fix: simple text + big numbers + minimal details.

Example: “Top-3 exchanges for beginners → see description.”

No CTA (Call to Action)

1. Problem: viewer watched, liked it, but doesn’t know what to do next.

2. Bad example: video on newbie trading mistakes → viewer is interested but no link to course/exchange.

3. Fix: clear call to action.

*Example: “Want to trade without mistakes?
Register using the link in the description!”*

Ignoring Analytics

1. Problem: don’t check retention (how many watch till the end) and CTR (link clicks) → can’t tell what really works.

2. Bad example: a video gets 50,000 views but no clicks → wasted time and budget.

3. Fix: analyze YouTube Shorts metrics → test different hooks, formats, and CTAs.

Even great content won't "take off" if: you don't hook viewers instantly, overload them, don't tell them what's next, or ignore analytics.

TRENDS = REACH ACCELERATOR

Using current topics, memes, and popular formats, even a small channel can hit recommendations and rack up thousands of views.

Secret to Successful Offer Integration

Trend + offer = "hype + pain point solution." The key is keep the video simple, clear, and preserve a call to action.

In Shorts, the first 3 seconds, retention, and engagement matter most. Make your video simple, emotional, and purposeful — and the algorithm will "push" your content to the audience.