

# [Main] TikTok Share Link - Content Brief for Creators

<b>TikTok Share Link</b>	TikTok Shop now offers an affiliate feature called <b>TikTok Share Link</b> , allowing anyone to earn commissions simply by sharing product links. There's no need to have followers, create content, or go live, just share the link and earn a commission from every sale made through it. This feature makes it easy for anyone to start earning money anytime, anywhere.
<b>Official Hashtag</b>	#AffiliateLinkTikTok
<b>Objective</b>	<ol style="list-style-type: none"> <li>1. Educate a broader audience about TikTok Share Link</li> <li>2. Encourage users to try and register for TikTok Share Link</li> <li>3. Inspire more people by showing how easy it is to earn money online</li> </ol>

## Content Direction

### Must to Have

#### ✓ Strong Hook/USP (First 3 Seconds)

Grab attention with phrases like:

- "Cara dapet Komisi dari Tiktok Shop" ★★★★☆
- "Scroll Tiktok dapet Cuan" ★★★★★
- "Fitur Baru Tiktok Affiliate" ★★★☆☆

#### ✓ Clear Value Points (Within First 10 Seconds)

- No need to have followers (0 followers)
- No need to create video content
- No need to go live
- Can do anywhere, anytime

### Nice to Have (Highly Encouraged)

Include the following tutorials and explanations in your content (*additionally, you can include one, two, or all of the following tutorials*):

#### ✓ How to register as a TikTok affiliate

Step-by-step tutorial or screen recording, with voice-over and text overlays

- [Tutorial on how to register](#)

#### ✓ How to share product links

Show examples from both **TikTok Shop** and **Affiliate Center**

- [Tutorial on how to find product links via TikTok Shop](#)
- [Tutorial on how to find product links via Affiliate Center](#)

#### ✓ How to withdraw commissions instantly

Highlight instant payout, ex: "Uangnya langsung cair detik itu juga!"

#### ✓ Show real commission earnings to increase trust & motivation

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Zijian Liu 11:02 AM May 8

To add on: Brief for reference, for creator with good content making ability. Ideation and Creativity is strongly encouraged!

## Caption Direction

Free-style captions, based on creator's personal tone or style.

Use the hashtag **#AffiliateLinkTikTok**

## Style Guidelines

- Be authentic and use your personal tone/style, be creative! Choose a format that fits you: *Storytelling, Educational, Tutorial, Roleplay, Trend-style, POV, etc*
- Content Duration = ideally under 2 minutes

## Content References

Leo Giovanni	<a href="#">watch here</a>	<b>Top Benchmark</b> 🏆 ✓ Strong hook ✓ Clear explanation ✓ High-quality video & well-edited
Edho Zell	<a href="#">watch here</a>	✓ Strong hook ✓ Clear explanation ✓ High-quality video
Bima Azhars	<a href="#">watch here</a>	✓ Strong hook
Fridoo	<a href="#">watch here</a>	✓ Viral trend adaptation ✓ Creative format explaining the feature

## Restriction Words

Creators who use the following phrases often face ad restrictions, which prevent us from boosting their videos. Please avoid using these wordings:

- "*Menghasilkan*" → Instead, use "*nyari*" or "*dapetin*"
  - Example: "*Menghasilkan* dari TikTok" → "*nyari duit di TikTok*" or "*dapetin uang dari TikTok*"