

How to Instantly **MAKE MONEY**

— With the —

TIKTOK AFFILIATE PROGRAM

Starting From **Zero Followers**



The TikTok Affiliate Playbook

The insider's step-by-step guide to earning commissions on TikTok, with no experience and no face on camera

Mark Ellison

A Note From the Author

"You work with TikTok, right?"

My cousin had pulled me aside while everyone else was clearing the plates at my mom's birthday dinner. She was still holding a dish towel she'd forgotten to put down.

"Could someone like me actually make some money on there?" She laughed a little, like she was embarrassed to ask. "Or is it all scams?"

This spring her company closed. It was a small agency that wrote product descriptions and ads for online shops. She'd been there nine years. Then AI tools started doing the same work in seconds, the clients drifted away, and one Friday the owner called everyone into the little kitchen and said it was over.

I didn't give her a good answer that night. I knew the answer. I just had nothing to send her. Everything online was either hype or a year out of date.

That bothered me more than I expected, because I see the answer every day. I work at an e-commerce company that sells on TikTok. I talk to creators, I read the sales dashboards, and I'm one of the people who decides who gets free products to try. I've watched a 15-second video of nothing but a pair of hands sell hundreds of orders in a week. I've watched an ordinary office worker go from zero followers to commissions coming in every month.

The door is a lot closer than most people think.

And there's a twist I keep coming back to. The same technology that took my cousin's job can now do the most boring half of this new one for her.

So I wrote down everything I would tell her. This book is that answer.

— Mark

What You'll Get From This Book

- **The second-by-second blueprint of a 30-second video that sells**, with 15 scroll-stopping hooks and 3 fill-in-the-blank scripts you can film tonight (Chapter 6)
- **The faceless method**: how to make every video without ever showing your face (Chapter 6)
- **How to go from 0 to 1,000 followers who actually buy**, the exact routine one beginner used without ever showing his face (Chapter 7)
- **How brands spot winning products**, and what sellers look at before they send you free samples (Chapter 5)
- **Your first employee**: how AI writes your hooks, scripts and captions so one person with a phone can work like a small team, with 20+ copy-paste prompts (Chapter 9 and throughout)
- **The 6 myths that stop most people before they start**, and why each one is wrong (Chapter 2)

- **The 5 walls where most beginners quit**, and how you'll get past every one (Chapter 10)
- **Your first video in 48 hours**, minute by minute (Chapter 12)

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PART

1

The Opportunity



1

The Money Hiding in Your For You Feed

It's 9:40 on a Tuesday night. Anna is in bed, scrolling, trying not to think about the email from work.

The email said her company is "rolling out AI tools to support the team." Two people in her department weren't replaced when they left last spring. Her salary hasn't moved in three years. Nobody has said her job is at risk. Nobody has said it isn't, either.

On her screen, a woman in a gray hoodie holds up a little lint remover, runs it down the sleeve of an old sweater and shows the fuzz piling up. Twelve seconds. No music, no fancy editing. Under the video sits a small orange shopping bag.

Anna stops. She bought one of those last month, from a video almost exactly like this one. For the first time she wonders whether that woman got paid when she bought it.

She did. And that small orange bag is what this book is about.

If the ground feels a little shaky

Maybe you haven't lost your job. Most readers of this book haven't.

But maybe you've noticed the same things Anna has. Your company is testing AI for writing, customer service or translation. A colleague left and the role quietly disappeared. Prices went up and your pay didn't.

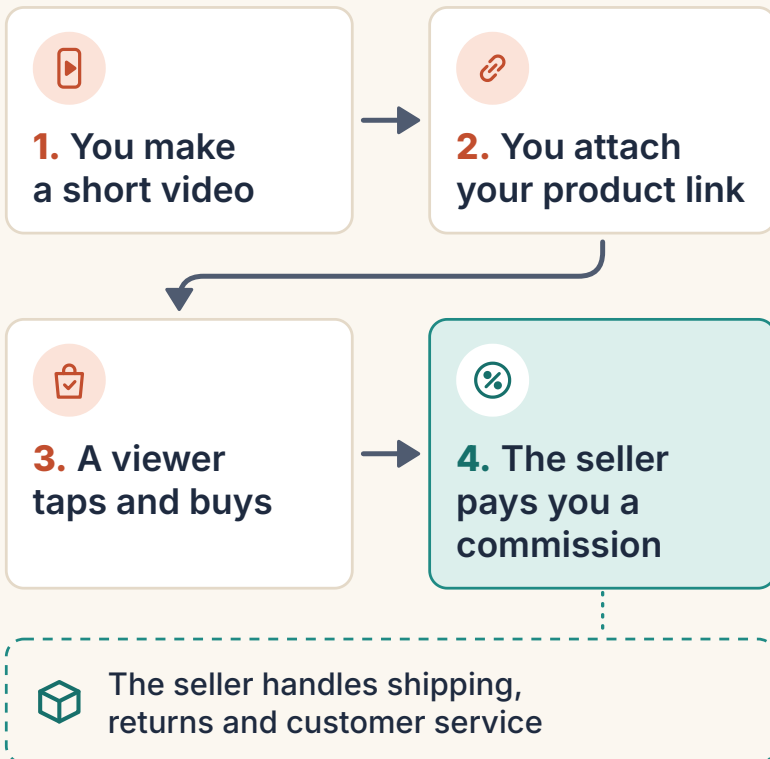
You don't need to panic about any of that. What you probably want is something simpler: one card in your hand that you control. A second income that doesn't depend on your boss, your manager's budget or the next round of "restructuring."

That's what this book is about. It starts with how the money works.

How the money works

The whole thing fits in four steps:

1. You make a short video showing a product you like.
2. You attach a special link to that product.
3. Someone watches, taps the link and buys.
4. The seller pays you a share of the sale. That share is your **commission**.



That's affiliate marketing on TikTok.

You never buy stock, and you never pack a box.

Shipping, returns and customer emails all stay with the seller. Your only job is the video.

And a video doesn't stop working when you stop looking at it. People keep finding it days and sometimes weeks later. In the dashboards I see at work, plenty of the sales on any given day come from videos posted weeks earlier by creators who have long since moved on to their next one.

The math

Let's make it concrete. Commission rates vary from product to product, and you see the exact rate before you choose anything. But say you show a \$24 kitchen gadget with a 15% commission.

That's \$3.60 every time someone buys through your link.

If one video sells 30 of them over a few weeks, that's \$108 from 30 seconds of footage you filmed on a Sunday afternoon. Make ten videos like that and the

numbers start to stack up, because each one keeps selling on its own schedule.

Not every video will sell. Some will sell nothing at all. But you only need some of them to work, and the ones that do keep earning while you make the next one. That's what makes this different from trading hours for dollars.

Why this is one of the best ways for ordinary people to start

I've seen a lot of side hustles from the inside of e-commerce. Here's why I'd point someone I love toward this one first.

You don't need money to start. No stock to buy, no rent, no ad budget. The worst case is that you spend some evenings and learn a skill.

Everything you need is already in your pocket. One phone films, edits and posts.

Someone else handles the hard parts. Shipping, returns and customer service are the seller's problem.

You can keep your job. A few hours a week is enough to start, which most people can find in evenings or one weekend afternoon.

You don't have to show your face. Many of the videos that sell best show nothing but hands, a product and a voice. Chapter 6 shows you exactly how.

The time you put in turns into a skill that keeps its value. Explaining a product clearly, understanding why people buy and making a short video that holds attention are the kind of skills that get more valuable as AI takes over routine work, not less.

And the downside is small while the upside stays open. The worst outcome is that you learned something. The best outcome is a second income that keeps growing.

How it compares

If you're short on money and time and don't have a business background, here's how the usual options stack up. (No disrespect to anyone doing these. Plenty of people make them work. This is about where a beginner with little money can start most easily.)

Online store / dropshipping

MONEY YOU RISK UPFRONT

Stock, ads, apps

WHEN IT PAYS

After you've spent

KEEPS EARNING WHEN YOU STOP?

Only while you keep spending

MAIN CATCH FOR A BEGINNER

You can lose real money fast

Freelance writing, design, translation

MONEY YOU RISK UPFRONT

Little

WHEN IT PAYS

Per job

KEEPS EARNING WHEN YOU STOP?

No

MAIN CATCH FOR A BEGINNER

You're now competing with AI for the same work

Delivery and gig apps

MONEY YOU RISK UPFRONT

Car, fuel, phone

WHEN IT PAYS

Per hour

KEEPS EARNING WHEN YOU STOP?

No

MAIN CATCH FOR A BEGINNER

Stops the moment you stop

“Join my team” programs

MONEY YOU RISK UPFRONT

Starter kits, fees

WHEN IT PAYS

Mostly for the people above you

KEEPS EARNING WHEN YOU STOP?

Rarely

MAIN CATCH FOR A BEGINNER

Often you’re the customer, not the business

TikTok affiliate

MONEY YOU RISK UPFRONT

Close to nothing

WHEN IT PAYS

Per sale, from your videos

KEEPS EARNING WHEN YOU STOP?

Videos can keep selling

MAIN CATCH FOR A BEGINNER

Takes some weeks of practice to get going

The conclusion isn’t that this path is easy. It’s that it has the lowest cost to start and the shortest distance between “I’ve never done this” and “I made my first sale.”

Why now

Three changes over the last couple of years have tilted things toward ordinary people.

First, polished stopped winning. When brands look at which videos actually sell, it's rarely the slick studio ones. It's someone at a normal kitchen counter or in a normal car, showing how a thing works. Buyers trust people more than ads, which means your nothing-special setup is exactly what sells.

Second, TikTok shows your videos to strangers. On most social apps, your posts mostly reach people who already follow you. TikTok's main feed, the For You page, shows videos to people who have never heard of you. That's why a brand-new account can reach thousands of people with its tenth video.

Third, shopping inside TikTok keeps spreading. In June 2026 alone, TikTok Shop opened in Austria, Belgium, the Netherlands and Poland, joining the UK, Ireland, France, Germany, Italy, Spain and the United States. Sellers keep adding products, and every one of those products needs someone to show it.

That someone can be you.

Meet your first employee

There's one more reason this is a better moment than ever before, and it's a bit ironic.

The technology that's making a lot of people nervous about their jobs can now work for you. Free AI chat tools like ChatGPT, Claude or Gemini can write your video ideas, your hooks, your scripts and your captions in seconds.

Think of it as your first employee. It works fast, costs little or nothing and never gets tired. You're the boss. Your employee drafts. You decide, test the product with your own hands and make the final call. With that split, one person and a phone can work like a small team.

Here's your first instruction to your new employee. Copy it into any AI chat app tonight:

COPY THIS PROMPT

I want to start making short TikTok videos recommending useful products. Ask me 5 questions about my daily life, hobbies and the things I buy, then suggest 5 product areas I could make videos about.

You'll see it in action in every chapter of this book.

How fast can this go?

Faster than most people think, and mostly for reasons you control.

The biggest factor is where you start. If you already have a TikTok account with some followers, even an old one you barely use, you may be much closer to your first commission than you think. Chapter 3 shows you how to check.

The second is what you sell. A product that shows a visible result in a few seconds, fixes a real annoyance and costs about what people spend on impulse can sell from a fairly ordinary video.

The third is how steadily you work. Someone who posts four or five videos a week and adjusts based on what works will move much faster than someone who posts once and waits.

That gives you three common speeds.

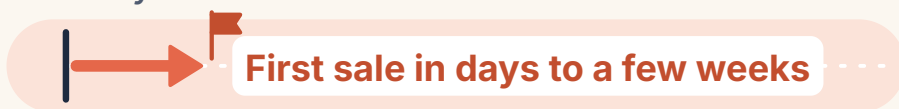
The head start: you already have followers, from an old account or a hobby you've posted about for years. With the right product, a first sale can come within days to a few weeks. Sofia, who you'll meet in a moment, is this lane.

The fast start from zero: you have no followers, but you follow the blueprint in this book, post four or five videos a week and pick products that show results on camera. A first sale usually comes in around six to eight weeks. That's Leo.

The slow start: you post when you feel like it, a video here and there, with no clear plan. It can still work, but it takes months.

Head start (Sofia)

Already have followers



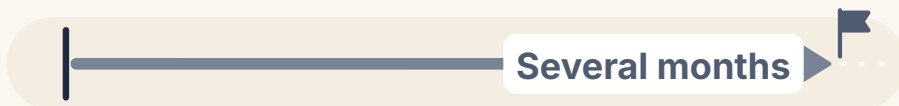
Fast start from zero (Leo)

Follow the blueprint, 4–5 videos a week



Slow start (Anna, at first)

Post now and then



This book is built to put you in one of the first two lanes, and to pull you out of the third if that's where you've been.

The fast lane for people starting at zero

Most readers don't have an old account to fall back on. Good news: there's a fast lane for you too, and it doesn't depend on luck.

When you start at zero, your accelerator is reaching the follower bar sooner. Three things decide how quickly that happens, and you control all three. You pick a product you can show working within the first few seconds of a video. You post four or five videos a week instead of one now and then. And you build every video on the same proven blueprint (Chapter 6) instead of guessing each time.

Leo is the example you'll follow. Zero followers, no plan to ever show his face and a warehouse schedule that changes every week. What he does have is a clear corner (cheap gadgets and tools that actually work), products that show a result in seconds and a simple routine: two filming sessions a week, five short videos, every one built on the blueprint. That's the whole system. It took him from zero to 1,000 followers in about six weeks, with his first sale a week later. You'll see exactly how he did it in Chapter 7.

Leo's six weeks won't be everyone's six weeks. Your corner, your products and how steadily you post will set your own pace. But the method is the same, and it's yours to copy.

Meet the three people you'll follow

Throughout this book you'll follow three beginners, each starting from a different place. They're composite characters, built from the kinds of people I've watched start out. You'll probably recognize yourself in at least one.

Sofia, 33, stay-at-home parent. For two years she's posted home tips on TikTok just for fun, kid-free, and she has a little over 1,000 followers without ever trying. Friends constantly ask where she buys things. She can get views. She has no idea how views turn into money. She's our head start.

Leo, 26, warehouse shift worker. His shifts keep getting cut, and he'd rather do almost anything than show his face on camera. He loves gadgets and tools and has zero followers. He's our fast start from zero.

Anna, 38, office worker. The one you met on page one. A full-time job, a long commute, about 30 minutes on weeknights and a free Sunday afternoon. She's never posted a video in her life. She'll start in the slow lane, posting whenever she finds the energy, and nearly give

up. Then she'll switch to Leo's routine, hand the writing to her AI employee and watch her curve bend upward. Her story shows you how to move from slow to fast.

The one question that separates the earners from the ignored

From the brand side, I see two kinds of creators.

The first kind gets a burst of sales, then fades. Their comments fill up with "broke in a week" and "doesn't work like the video." Sellers stop sending them products.

The second kind sells a little, then a little more, for months and years. Viewers come back, sellers invite them back and their income grows while everyone else's spikes and crashes.

The difference is one question the second kind asks before every video: **Would I say this to a friend?**

I call it the Friend Test, and it shapes everything in this book. You recommend what you'd buy yourself. You show it as it really is, downside included. When a link pays you, you mention it in the video, the same way

you'd tell a friend "full disclosure, I get a little from this." You never scare people into buying, and your family stays off camera unless they truly want to be on it.

If you've ever felt a little awkward about "selling stuff online," this takes care of that too. You're not selling. You're recommending something you'd tell a friend about anyway, and the seller says thank you.

✓ TRY THIS

Your first 10 minutes

Open TikTok and scroll for 10 minutes. Every time you see a video with a product in it, notice two things: whether you trusted the person, and what they showed you rather than just told you.

Save the one video that made you want to buy. Then copy the prompt from "Meet your first employee" into an AI chat app and answer its five questions.

By the time you finish, you'll have five product areas that fit your life, and one saved video that you'll understand completely by Chapter 6.

2

Six Myths and One Map

Leo is in the warehouse break room with twenty minutes left on his break, watching his fourth YouTube video of the week about making money on TikTok.

The first one said he'd need 10,000 followers. The second said he'd need to "build a personal brand," which sounded like it involved his face. The third spent eleven minutes on mindset and then tried to sell him a \$997 course. The fourth was in a language made of letters: GMV, CTR, FYP.

He puts his phone face down on the table. He's more confused than before he started, and a little more sure that this is for other people.

It isn't. Leo's problem isn't the work. It's six beliefs he's picked up along the way, and every one of them is wrong.

Myth 1: “You need a big following before you can earn anything.”

This is the one that stops the most people, and it's the one I'd most like to delete from the internet.

To get affiliate links on TikTok Shop in the US, you need 1,000 followers. That's the bar. Not 10,000 or 100,000. And plenty of creators who sell well every week have fewer followers than your old school had students.

Here's why. On TikTok, many of the people who buy from a video don't follow the creator at all. The For You page puts your video in front of strangers who happen to need what you're showing. A small account with a clear, useful product video can outsell a big account doing a dance with a product in the background.

And if you've had a TikTok account for a while, you might already be past the bar. Chapter 3 shows you how to check in two minutes.

Myth 2: “You have to show your face.”

You really don't.

Some of the best-selling videos I've seen at work never show a face at all. The camera looks down at a pair of hands using the product. A voice explains what's happening. Sometimes there's no voice at all, just text on screen and the satisfying sound of the thing doing its job.

That 15-second video I mentioned at the start of the book, the one that sold hundreds of orders in a week? Hands only.

Leo will build his whole account this way. Chapter 6 shows you every faceless style and how to film each one.

Myth 3: “You need money to start.”

Start by looking around your home. The kitchen gadget you use every day, the car organizer, the cable clips, the lunchbox that finally doesn't leak. Your first five videos can come from things you already own.

Later, once you're set up, sellers will often send you products for free in exchange for a video. That's a normal part of how this works, and Chapter 8 explains how to get them.

Myth 4: “You need to be good at editing.”

The videos that sell are usually the simplest ones. Most are a few short clips joined together, with a line of text on screen and captions.

If you can trim a clip on your phone, you can do this. The free editing app CapCut, or TikTok's own built-in editor, covers everything you'll need. You'll learn the four things that matter in Chapter 12, in about ten minutes.

Myth 5: “You need talent, charisma or good looks.”

What sells is clarity. Show the problem, show the product fixing it, say honestly what you think. That's a skill anyone can learn, and it gets easier with every video.

The creators I see selling steadily aren't the funniest or the most attractive. They're the ones who explain things the way a friend would at the kitchen table. Plenty of them are noticeably nervous on camera, and their viewers trust them more for it.

Myth 6: “It’s too late. Everyone’s already doing it.”

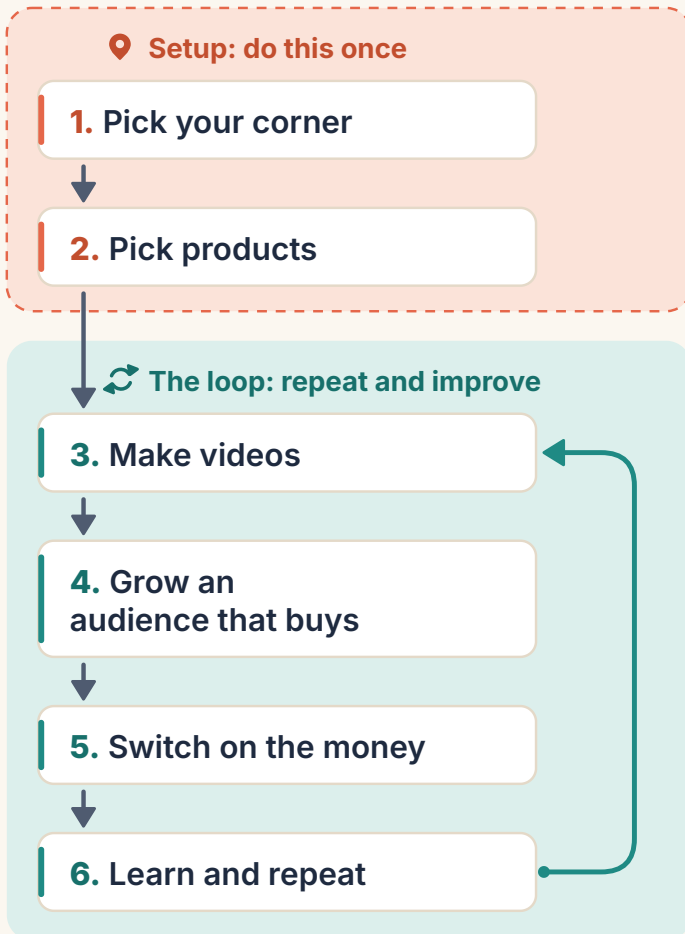
From the outside it looks crowded. From the inside it looks very different.

New products land on TikTok Shop every day, and every one of them needs someone to show it. TikTok Shop opened in four new European countries in June 2026 alone. And sellers like the company I work for are always looking for new creators, because the big names are expensive and their audiences are already tired of seeing the same faces.

The top of the mountain is crowded. Your corner of it, a specific kind of product shown to a specific kind of person, usually isn't.

The map

With those six out of the way, here's the whole path from zero to paid. Every successful TikTok affiliate goes through these same six steps, whether they've ever written them down or not.



- 1 **Pick your corner.** The one area your account is about, like small-kitchen fixes or budget tech. It takes an evening, and Chapter 4 gives you a 15-minute test.
- 2 **Pick products.** Things you can show working on camera that fix a real annoyance. Chapter 5.
- 3 **Make videos.** Short, clear, usually under 40 seconds. Chapter 6 gives you the exact blueprint.
- 4 **Grow an audience that buys.** People who follow you because you solve problems they have. Chapter 7.
- 5 **Switch on the money.** Join TikTok Shop's affiliate program or Amazon's, and attach your first link. Chapter 8.
- 6 **Learn and repeat.** See which videos worked, make more like them and drop what didn't. This is where beginners turn into earners.

Notice the loop. Steps 3 to 6 are a cycle you go around again and again, a little better each time. Everything before the loop is setup, and you can finish the setup this week.

The step almost everyone skips

Most beginners jump straight to step 5. They search “how to join TikTok Shop affiliate” before they know what their account is about. Others jump to step 3 and post anything: a recipe on Monday, a phone case on Wednesday, a joke on Friday.

Both groups get stuck for the same reason. They skipped step 1.

When your account is clearly about one thing, everything else gets easier. Viewers know why they should follow, you never run out of ideas and it's obvious which products fit. It's the cheapest, fastest win in this whole book.

Where our three are on the map

Sofia is already at step 4. She has a corner (home tips), an audience and products she loves. She's one step away from the money, and in the next chapter she'll take it.

Leo is at step 1, and he's closer than he thinks. Gadgets and tools are his corner. He just doesn't know it yet.

Anna is before step 1. She doesn't know what she'd make videos about. By the end of Chapter 4, she will.

✓ TRY THIS

Find yourself on the map

Look at the map and mark your step. Then write one sentence: "My next step is ____."

For most readers, it's step 1. Before you move on, ask your new employee to help:

📄 COPY THIS PROMPT

Here are the things I spend money on, my hobbies and the problems I deal with every day: **[list them]**. Suggest 5 possible TikTok niches for product recommendation videos, and for each one, give me 3 example products.

Keep the answer. You'll use it in Chapter 4.

3

Your Fastest Route to Your First Affiliate Link

Sofia is standing at the kitchen counter while the pasta water heats up, doing what this chapter is about to ask you to do.

She opens TikTok, taps her profile and finds the creator tools she's never once looked at in two years of posting home tips. There's a section called Monetization. Inside it, an option she didn't know existed: TikTok Shop for Creator.

She taps it, half expecting a wall of requirements she doesn't meet.

Instead she sees a green check mark next to every line. She's eligible. She's been eligible for months.

By the time the pasta is done, her application is in.

The shortcut most people don't know they have

Before you read anything else in this chapter, do what Sofia did.

Lots of people already have a TikTok account they've used for a year or two. Maybe it's full of pet videos, holiday clips or recipes. Maybe it has 300 followers, maybe 3,000. Most of them have no idea how close that account is to earning.

If you have an account like that, check it now:

- 1.** Open TikTok and go to your **profile**.
- 2.** Open the menu and look for **TikTok Studio** (on some versions it's called **Creator tools**).
- 3.** Tap **Monetization**, then **TikTok Shop for Creator**.

If it's available where you live, the app shows you the current requirements and exactly where you stand. You might be one step away, like Sofia. You might be a few

hundred followers away. Either way, you now know your real starting point, and that's worth more than any guess.

No account yet? That's fine. Leo and Anna don't have one either. Keep reading.

Two roads to your first commission

There are two ways to earn commissions from TikTok videos. You don't have to choose forever. Most people start with one and add the other later.

Road A: TikTok Shop affiliate

You pick products from TikTok Shop's own marketplace and attach them straight to your video. A little orange shopping bag appears on screen, viewers tap it, buy without ever leaving TikTok and you earn your commission.

This is the smoothest experience for buyers, so it usually turns views into sales best. It's the road most people in TikTok Shop countries should start with.

Who can join, as of October 2026:

In the **United States**, you need to be at least 18, based in the US, have at least 1,000 followers and pass TikTok's identity check.

New creators with fewer than 5,000 followers begin with starter limits for their first 30 days or so. In the standard version that's up to 3 product videos a day, which is more than enough while you're learning. You move past the starter stage once you've been in for 30 days and reached 5,000 followers, or sooner if you keep a good record and complete a short activity goal and quiz inside the app.

In **Europe**, TikTok Shop is live in ten countries: the UK, Ireland, France, Germany, Italy and Spain, plus Austria, Belgium, the Netherlands and Poland since June 2026. TikTok has said approved creators across the EU can promote products and earn commissions. The exact creator requirements are set per country, so use the three steps above to see yours.

Road B: Amazon and other affiliate programs

You join an affiliate program outside TikTok, most often **Amazon Associates**, Amazon's affiliate program. You put a link on your TikTok profile that leads to the

products you recommend. When someone buys on Amazon through your link, you earn a commission.

Amazon sells almost everything, almost everyone already has an account there and it runs affiliate programs in many countries, including the US, UK, Germany, France, Italy, Spain, the Netherlands, Sweden, Poland, Belgium and Ireland.

Road B is the right first choice if TikTok Shop isn't available where you live. Everyone else can add it later as a second stream.

What it takes, as of October 2026:

You need a clickable link on your TikTok profile. TikTok gives you one at 1,000 followers on a regular account, or earlier if you set up a verified business account.

(Verification asks for official business registration documents, which is why most beginners simply wait for 1,000.)

Amazon gives you 180 days from sign-up to make 3 qualifying sales through your links, not counting your own purchases. Then it reviews your account to make

sure it's a real, active one. For social media accounts, Amazon's guidance says that usually means around 500 or more real followers and plenty of original posts.

That points to a simple tip: sign up for Amazon when your profile link is ready, so your 180 days start when you can actually use them.

Which road is yours?



Sofia goes straight down the Road A, “Yes” line. Her application is in before dinner.

Leo and **Anna** land on “Build.” That’s where most readers land too, and it’s a much shorter road than it sounds. Every chapter from here on moves you along it, and Chapter 7 shows you how to reach 1,000 followers who actually buy.

Two rules that keep your road open

Use your real name, age, address and country everywhere. Every program checks identity before it pays anyone, and accounts set up with another country’s details can be closed, sometimes with money still waiting in them.

And if you ever use both roads: a video with a TikTok Shop link keeps the buying inside TikTok Shop. Save your Amazon recommendations for separate videos that point to your profile link.

That’s it. Those two rules are all you need from this chapter’s fine print.

✓ TRY THIS

Find your real starting point

This takes two minutes.

1. If you have a TikTok account, open TikTok Studio, then Monetization, then TikTok Shop for Creator, and see what it says.
2. Write one sentence: "My road is _____. To open it, I need _____."
3. If your answer is "a few hundred more followers," circle it. That's not a wall. That's a to-do list, and the next four chapters are how you work through it.

In Chapter 7, you'll see exactly how Leo went from zero to 1,000 without ever showing his face.

PART

2

The Playbook



4

The 15-Minute Niche Test

Anna has her notebook open on the kitchen table. At the top of the page she's written MY NICHE and underlined it twice.

Twenty minutes later, the list underneath says: cooking, beauty, productivity, books, cleaning, travel, dogs. She doesn't have a dog.

She stares at it and feels the familiar sinking feeling. Everything sounds possible, so nothing feels like hers. And underneath that, a quieter thought: *my life is too boring for anyone to watch.*

That thought is the reason most people pick the wrong corner. It's also wrong.

Why one corner beats everything

Your corner is the one area your account is about. Marketers call it a “niche.” It’s the same thing.

It matters because of how people decide to follow someone. They see one video they like, tap your profile and look at your other videos for about two seconds. In those two seconds they’re asking one question: do I want more of this?

If your profile shows a pan, then a lipstick, then a phone charger, then a joke about your boss, they can’t tell what “more of this” means, so they move on. If it shows six videos about clever fixes for small kitchens, they know exactly what they’re signing up for. If they have a small kitchen, they follow.

A clear corner also helps TikTok figure out who to show your videos to. The clearer you are, the faster the right viewers find you.

Your “boring” life is the best source you have

Here's what Anna didn't see yet. The best corners don't come from who you'd like to be. They come from the problems you already solve every day.

Anna has a desk that never stays tidy, a lunch she packs at 7 a.m. and a 50-minute commute. Colleagues keep asking about the little organizer on her desk. To her, that's boring. To the millions of people with the same desk, the same lunch and the same commute, it's useful.

You don't need to be an expert, either. You need to be one step ahead of your viewer and honest about where you are. “I'm not a chef, I just hate cleaning up after cooking, and this thing helped” is more believable than pretending to be a professional. Viewers often trust the regular person more.

The 15-minute test

Write down three possible corners. Then run each one through three questions.

Question 1: Do people in this corner buy things?

Some topics are lovely but have nothing to sell. Sunsets are beautiful and hard to recommend a product for. Phone photography gear is about the same feeling, and people buy things for it. A good sign is when people in the corner have small, specific problems that a product can solve, at prices they'd spend on impulse.

Question 2: Can you make 50 videos about it?

If you run out of ideas at video eight, the corner is too narrow. "Silicone baking mats" is too narrow. "Easy baking at home" has room to grow.

Question 3: Can you get your hands on the products?

You'll be filming the real thing in your real hands. Corners where you already own things, or where products are affordable, are much easier to start with. A corner full of \$400 gadgets empties your wallet before it fills it.

The corner with the most honest yeses wins.

Too broad, too narrow, just right

Home

TOO NARROW

Shower drain covers

JUST RIGHT

Clever fixes for small apartments

Beauty

TOO NARROW

One brand of lip balm

JUST RIGHT

Skincare for sensitive skin

Tech

TOO NARROW

USB-C cables

JUST RIGHT

Cheap gadgets that actually work

Parenting

TOO NARROW

Baby spoons

JUST RIGHT

Practical stuff for parents of toddlers

Cars

TOO NARROW

Air fresheners

JUST RIGHT

Keeping your car clean and organized

As a beginner, I'd steer clear of health supplements, weight loss and money advice. They come with extra rules and they're much harder to do honestly when you're starting out.

How our three chose

Anna kept coming back to her workday. Her corner became **small things that make the workday easier**. When she looked around her apartment, she found eleven products she could film that weekend.

Leo didn't have to think long. He reads gadget reviews on every break anyway. His corner: cheap gadgets and tools that actually work. He likes the word "actually." It's his promise to only show things he's tested himself.

Sofia already had her corner from two years of home tips: practical home products for busy parents. Products only, kids never on camera.

Hand it to your employee

Not sure which of your ideas is strongest? Let AI do the first pass:

 COPY THIS PROMPT

I'm choosing a niche for TikTok product recommendation videos. Here are my 3 ideas: **[list]**. For each one, tell me: what everyday problems people in this niche have, 10 affordable products I could show, and whether it's too broad or too narrow. Then recommend one.

Your employee will give you a fast, organized answer. You make the final call, because you're the one who has to enjoy making 50 videos about it.

Your corner can grow with you

Your first corner isn't permanent. After 20 or 30 videos you'll see which topics people love, and you can narrow in or shift a little. Plenty of successful accounts ended up somewhere slightly different from where they started.

What works is picking one and giving it a real chance. Thirty videos is a real chance.

✓ TRY THIS

Name your corner

- 1.** Write down three possible corners from your own life.
- 2.** Run each through the three questions.
- 3.** Circle the winner and write it as one sentence, like Anna's: "Small things that make the workday easier."
- 4.** Walk around your home and list every product you own that fits.

Most people find at least five. That's your first week of videos, already in your cupboards.

5

Products That Sell Themselves

Leo once bought a “military-grade” power bank from a TikTok video. The guy in the video dropped it, stood on it and called it indestructible.

It died after nine days. Leo never bought anything from that creator again. He doesn’t even remember the guy’s name, just the feeling of being had.

Now Leo is about to be the guy in the video. He’s decided to be the opposite of that one, and that decision is going to make him money.

The product does half the work

Here's something I see in the dashboards all the time. Two creators make almost the same simple video. One picked a product people actually want, and it sells. The other picked a weak one, and it barely moves. The product decides whether a video wins. The video only decides how big the win is. A great video can make a good product sell a lot more. It can't rescue a product nobody wants.

So the fastest way to get better results isn't a better camera or a better script. It's a better product.

The good news is that picking winners isn't a talent. It's three questions.

The three questions

1. Can you show it working on camera?

TikTok is a video app. People believe what they see far more than what you say.

A jar opener that pops a stuck lid in one second, you can show. A stain spray lifting coffee off a white shirt, you can show. A vitamin that "boosts your energy," you can

only claim. Products with a visible result, a satisfying moment or an “oh, that’s clever” reaction are easier to film and much easier to sell.

2. Does it fix a real annoyance?

The best products solve a small, specific, everyday problem that lots of people have. Cables tangling in your bag. Not enough counter space. The gap next to the car seat where your phone always falls. Lunch leaking in your work bag.

When a viewer sees the problem in your video and thinks “ugh, that happens to me,” you’ve already done half the selling.

3. Would you recommend it to a friend?

This is the Friend Test from Chapter 1, applied to products. Would you tell your sister to spend her own money on this? If you hesitate, listen to that hesitation and move on. There are millions of products. You only need the good ones.

Two minutes of checking

Once a product passes the three questions, spend two more minutes on it. Read the one- and two-star reviews, not the five-star ones. If they all say the same thing, like “broke after a week” or “much smaller than it looks,” believe them. Check the seller’s rating, because slow shipping and angry buyers end up in your comments. And look at the price: things that cost about what people spend without thinking hard, somewhere between a sandwich and a nice dinner out, sell much more easily from a short video.

Yes, check the commission too. But don’t let it decide for you.

The commission trap

This is the most common beginner mistake I see, and it costs people months.

A product with a 40% commission looks amazing next to one with 10%. But if nobody wants the 40% product, 40% of nothing is nothing. Meanwhile, a 10% product that people buy every day, because it fixes a problem they can see, quietly adds up.

From the seller's side, a commission rate is a signal. When a product already sells well, the seller doesn't need to pay creators much to show it. When a seller offers an unusually high commission, it often means the product struggles to sell, and they're paying extra to make up for it. Sometimes there's a good reason: it's a brand-new product, and the seller is paying extra to get it in front of people fast. That can be a real opportunity, as long as the product passes the three questions. But if a product has been around for a while and still needs a very high rate, ask yourself why.

Pick for the product first. The commission is the tiebreaker.

Skip these, and protect your income

Some products cause trouble no matter how good your video is. When a buyer returns a product, your commission usually goes with it, so these cost you twice.

Clothes with tricky sizing get sent back constantly. Cheap electronics that fail fast fill your comments with complaints. Anything that looks much better in photos

than in real life disappoints people. “Miracle” products that promise to melt fat or change your life only sell through exaggeration. And copies of famous brands can get your videos taken down.

Leaving these alone keeps your returns low, your comments friendly and your account clean.

Where to find winners

Start in your own home. What do you use every day that you’d hate to lose? What did you buy that actually solved something? Your first five videos can almost certainly come from things you already own, which is the cheapest and most honest way to start.

Read the comments in your corner. Find popular videos in your corner and read what people ask. “Where can I get this?” “Does it work for small bowls?” “Is there a cheaper one?” Every one of those questions is a product idea someone is already looking for.

Browse what’s already selling. Amazon’s best-seller lists by category, and TikTok Shop’s product marketplace once you’re in, show you what people are buying right now.

Later, free samples. Once you're set up and selling, sellers will send you products to try for free. That's when your product list really starts to grow. Chapter 8 shows you how to get them.

When my team decides who gets free samples, the first thing we look at is who watches you. If your viewers are exactly the people who buy our product, a small account beats a big one with the wrong crowd. We check your recent videos and your comments to see who's there. That's another reason a clear corner pays off: it tells sellers in seconds that your audience is their customer.

Sofia's first winner

Sofia has a set of silicone stretch lids she uses on half-eaten bowls and cut fruit. She runs the three questions.

Can she show it? Easily. She stretches one over a bowl, turns the bowl upside down and nothing falls out. That's a five-second "whoa." Does it fix a real annoyance?

Plastic wrap that sticks to itself and tears, which every parent knows. Would she tell a friend? She already has, twice.

There's one thing she's noticed herself: her smallest lid tore after about six months. A few one-star reviews say the same. So she decides to say it in her video: "The tiny one wore out on me after about six months. The bigger ones are still going strong."

That one honest sentence will make people believe everything else she says. In Chapter 8, you'll see what that lid did for her.

Hand it to your employee

COPY THIS PROMPT

My TikTok niche is **[your corner]**. List 20 small, everyday annoyances people in this niche deal with. For each one, suggest a type of affordable product that fixes it and describe what the "before and after" would look like on camera.

Then check the best ideas yourself, with your own hands. Your employee finds the leads. You decide what's worth recommending.

✓ TRY THIS

Your first five

1. List five products in your corner, starting with things you already own.
2. Run each one through the three questions.
3. For the ones that pass, read three bad reviews.

Whatever survives is your first content list. Keep it handy, because in the next chapter you'll turn the best one into a video.

6

The 30-Second Video That Sells

Leo's phone is propped against a coffee mug on his desk, pointing down at his hands and a small magnetic screwdriver set. His face is nowhere in the frame.

He presses record. He unscrews a tiny screw from a phone case in four seconds, then shows the magnetic tip holding the screw so it can't roll off the table. He stops recording.

He watches it back three times. It's 11 seconds long and not polished at all. But you know exactly what the tool does and why you'd want one.

He thinks: *Wait. That's it?*

Mostly, yes. The videos that sell are rarely the fancy ones. They're short, clear and honest, and they follow a simple shape. Once you know that shape, you can make one tonight with the phone in your hand.

The 30-second blueprint

Almost every product video that sells follows the same five beats. Here they are, second by second.

0-2

BEAT

Stop the scroll

WHAT HAPPENS ON SCREEN

The problem, or the most surprising moment

WHAT YOU SAY

One short line that makes the right person stop

2-6

BEAT

Name the problem

WHAT HAPPENS ON SCREEN

The annoyance happening

WHAT YOU SAY

A line that makes viewers think "that's me"

6-16

BEAT

Show it working

WHAT HAPPENS ON SCREEN

The product doing its job, close up, ideally twice

WHAT YOU SAY

As little as possible. Let them watch.

16-24

BEAT

Your honest take

WHAT HAPPENS ON SCREEN

The result, or the product in daily use

WHAT YOU SAY

Why you like it, plus one small downside

24-30

BEAT

Point to the link

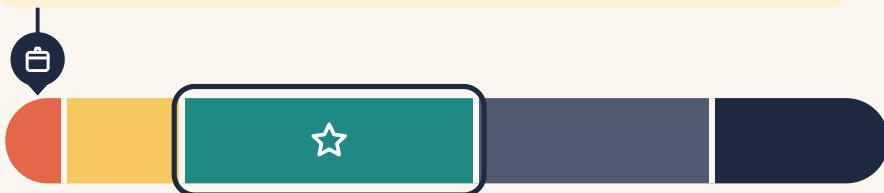
WHAT HAPPENS ON SCREEN

A clean shot of the product

WHAT YOU SAY

Where to find it, once, calmly

Get the product on screen as early as you can



0–2s Stop the scroll

2–6s Name the problem

6–16s Show it working

16–24s Your honest take

24–30s Point to the link

That's the whole recipe. The beat that matters most is "Show it working." Don't describe the product. Show it.

When a video has an affiliate link, add a small on-screen label like "Ad · affiliate link" from the first second and say it once when the product appears: "Quick note, I earn a small commission on this one." That's all it takes, and it makes people trust the rest of what you say.

What it looks like: Anna's cable organizer

Here's the blueprint filled in. Anna's product is a little cable organizer that sticks to the edge of her desk.

0-2

ON SCREEN

A tangle of charging cables sliding off the back of a desk. Label: "Ad · affiliate link"

ANNA SAYS

"If your cables keep falling behind your desk..."

2-6

ON SCREEN

Anna reaching under the desk, annoyed, fishing a cable back up

ANNA SAYS

"...I used to do this five times a day."

6-16

ON SCREEN

She sticks the organizer on, clicks three cables in and lets go. They stay.

ANNA SAYS

"Quick note, I earn a small commission on this. It sticks on the edge, and the cables just... stay."

16–24

ON SCREEN

A tidy desk. She unplugs her phone and the cable stays put.

ANNA SAYS

"Two months in, still holding. Only thing: it won't fit really thick laptop cables."

24–30

ON SCREEN

Close-up of the organizer

ANNA SAYS

"The one I use is linked below."

Thirty seconds, one problem, one clear demonstration and one honest downside. That's a complete affiliate video.

In the data, the moment the product appears is the moment the wanting starts. A viewer has to see the problem and see the fix before they feel "I need that." The earlier that happens, the more of your viewers are still watching when it does. If the product shows up late, many of the people who would have bought have already scrolled away. They never reached the part that would have made them want it.

The first 2 seconds: hooks

The hook is your opening line, the reason someone stops scrolling. It does one job: make the right person think “wait, this is for me.”

Here are the first five. Fill in the blanks with your product and your corner.

1

“If your ___ keeps ___, watch this.”

“If your cables keep falling behind your desk, watch this.”

The workhorse. It names the problem, so only people who have it stop, and those are exactly the people who buy.

2

“I was so tired of ___ until I found this.”

“I was so tired of my lunch leaking in my work bag until I found this.”

It tells a tiny story in one line: a problem, a frustration and a fix.

3

"Watch what happens to this ___ in 10 seconds."

"Watch what happens to this stained shirt in 10 seconds."

It promises a visible result, and people stay to see it.

4

"I didn't expect this ___ to actually work."

"I didn't expect this \$8 jar opener to actually work."

Viewers are skeptical too. This hook stands on their side, then proves it.

5

"I've used this for a month. Here's the truth."

"I've used this car seat organizer for a month. Here's the truth."

Honesty is rare on TikTok, so it stands out. It works especially well for products people are unsure about.

Those five will carry your first week of videos.

But they're not the ones I'd lean on once you've got going. The next ten include the hook I've seen work best for faceless videos, one that makes an ordinary product look like a must-have, and the list opener that gets people to save your video for later. After that come three complete scripts you can fill in and film tonight.

The other 10 hooks

6

"This is the weirdest-looking thing in my ____, and I use it every day."

"This is the weirdest-looking thing in my kitchen, and I use it every day."

Curiosity first, usefulness second. It makes ordinary products interesting.

7

"Nobody told me ____ could be this easy."

"Nobody told me cleaning a car vent could be this easy."

Great for products that remove a chore.

8

"Things in my ___ that just make sense."

"Things in my car that just make sense."

A gentle list opener. People save these to come back to.

9

"3 things under \$___ I'd buy again for my ___."

"3 things under \$15 I'd buy again for my desk."

Price plus a list plus a promise you'd rebuy. People save it and share it.

10

"One thing I like and one thing I don't about this ___."

"One thing I like and one thing I don't about this phone mount."

It signals honesty immediately, which builds trust fast.

11

"Don't buy a ___ until you've seen this."

"Don't buy a lunchbox until you've seen this."

Strong, so only use it when the product genuinely is the better choice.

12

"POV: you finally fixed ____."

"POV: you finally fixed the gap next to your car seat."

The best hook for faceless videos. "POV" means point of view: the camera shows what you see, so viewers feel like it's their hands, their car, their kitchen.

13

"My old ____ vs. this one."

"My old ice tray vs. this one."

A side-by-side comparison does the selling for you. Compare the specific differences you've tested, and leave other brands' names out of it.

14

"If I had to set up my ____ from zero, I'd buy these first."

"If I had to set up my first apartment kitchen from zero, I'd buy these first."

Perfect for people starting something new, who are often ready to buy.

15

"You asked if ___ works for ___. Let's find out."

"You asked if this works on big bowls. Let's find out."

Use it to answer a comment with a video. It feels personal, and the person who asked will almost always watch.

Three scripts you can film tonight

Each script follows the blueprint. If you don't have affiliate links yet, leave out the commission line and end with "Follow for more ___."

Script 1: Problem to fix (20–35 seconds)

HOOK

"If your ___ keeps ___, watch this."

PROBLEM

"Every ___, I used to ___. It drove me crazy."

SHOW IT

"Then I tried this. Quick note, I earn a small commission on it. Watch." (Show it working, twice if you can.)

YOUR TAKE

"It's been ____ weeks. What I like: _____. What I don't: _____."

LINK

"It's linked below."

Script 2: Things I'd buy again (25–40 seconds)

HOOK

"3 things in my ____ I'd buy again tomorrow. All linked, and yes, I earn a small commission."

ONE

"Number one: _____. It _____." (Show it for about 5 seconds.)

TWO

"Number two: _____. I use it every _____." (Show it.)

THREE

"And my favorite: _____." (Show it working.)

LINK

"They're all linked below."

Script 3: The honest review (30–45 seconds)

HOOK

"I've used this ___ for ___ weeks. Here's the honest version."

DISCLOSURE

"Heads up, it's an affiliate link, so I earn a little if you buy."

THE GOOD

"What surprised me: ____." (Show it.)

THE NOT-SO-GOOD

"What I don't love: ____."

WHO IT'S FOR

"If you ___, it's worth it. If you ___, skip it."

LINK

"Link's below if that sounds like you."

Five video types to rotate

You don't need to invent new formats. Rotate these five so your account never feels repetitive.

Problem to fix is Script 1, your everyday workhorse. **Things I'd buy again** is a short list of favorites, which people love and save. **The honest review** shows what's good and what's not after real use, and it stands out because so few people do it. **The comparison** puts your old way next to the new way, and the difference sells itself. **The comment reply** answers a viewer's question with a video, and it often reaches new people while making your current viewers feel heard.

The faceless method

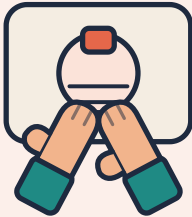
Leo would rather quit than show his face, so he never does. Here are the four styles he uses, and you can mix them however you like.

Hands only is the most common. The phone looks down at your hands using the product. It works because the product is the star anyway.

Voiceover means you film the product first, then record your voice explaining it over the footage. Any quiet room works. A closet full of clothes makes a surprisingly good recording booth.

Text and real sound skips the voice entirely. On-screen text tells the story, and the natural sounds of the product, the click or the snap or the pour, do the rest.

Point of view films what you see: clipping the phone mount into your car, packing your bag, opening the drawer. Combine it with hook 12 and viewers feel like it's their life on screen.



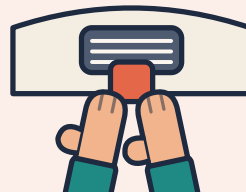
Hands only



Voiceover



Text + real sound



Point of view

What it looks like: Leo's clip-on flashlight

Here's a complete faceless video, second by second. It's the one that took Leo past 1,000 followers (you'll see that story in Chapter 7). The product is a tiny LED flashlight that clips onto the brim of a cap. There isn't a single frame of his face in it.

0-2

WHAT THE HANDS DO ON SCREEN

A dark cabinet under a kitchen sink. A hand reaches in holding a wrench, but you can barely see the pipe.

Label: "Ad · affiliate link"

LEO'S VOICEOVER

"POV: you finally have both hands free under the sink."

2-6

WHAT THE HANDS DO ON SCREEN

One hand holds a phone flashlight while the other fumbles with the wrench. The phone slips and the cabinet goes dark.

LEO'S VOICEOVER

"Every time I fix something down here, I'm holding my phone light in one hand. Or in my teeth."

6–10

WHAT THE HANDS DO ON SCREEN

Close-up: the hands clip the little flashlight onto the brim of a cap and click it on. Light floods the cabinet.

LEO'S VOICEOVER

"Quick note, I earn a small commission on this one. It clips onto any cap..."

10–16

WHAT THE HANDS DO ON SCREEN

Both hands now loosen the pipe nut with the wrench, everything clearly lit. The beam lights up whatever his hands are working on.

LEO'S VOICEOVER

"...and the light goes wherever you look. Both hands free."

16–22

WHAT THE HANDS DO ON SCREEN

Close-up of the flashlight: a thumb tilts the head, presses the button to switch modes, then plugs in a charging cable.

LEO'S VOICEOVER

"It tilts, it has two brightness settings and it charges with the same cable as my phone."

22–27

WHAT THE HANDS DO ON SCREEN

The hands try to clip it onto a thick wool beanie. It goes on, but only just.

LEO'S VOICEOVER

"Only thing: the clip is a bit tight on thick beanies. Fine on any normal cap."

27–30

WHAT THE HANDS DO ON SCREEN

The flashlight sits on the counter, beam on. On-screen text: "Cheap tools that actually work, Part 9"

LEO'S VOICEOVER

"Part 9 of cheap tools that actually work. It's linked below."

How he filmed it: He propped his phone on a small stack of books on the cabinet floor, angled toward the pipe, and filmed each beat as a separate clip, two or three takes each. The close-ups of the flashlight were shot on the kitchen counter by a window. Then he sat in his car, the quietest place he has, and recorded the voiceover while watching the clips. Editing in CapCut took him about 20 minutes: trim each clip, put them in order, add the label and the series title, turn on captions.

Total time from idea to posted video: about an hour. No face, no fancy gear and no acting. It worked because every second shows something real happening.

Faceless still means real. You hold the real product, test it and film it yourself. That's what makes faceless videos believable, and it's why they sell.

Whether you need your face depends on the product. Gadgets, kitchen tools, cleaning products and anything with a visible result often sell best with hands only, because the result is the whole story. Products where people want to see how something looks on a real person, like skincare or clothing, usually do better with a face, because people trust people. If you go faceless with a product like that, earn trust in other ways: your real voice, real use in a real home and one honest downside in every video. And the easiest start of all is to pick a corner where faceless is the natural fit, the way Leo did.

The small choices, made simple

How long? Start with 20 to 40 seconds. That's long enough to show the product working and short enough that people stay to the end. If a video drags at 30 seconds, it'll drag more at 60.

Captions? Yes. Many people watch with the sound off. Turn on TikTok's automatic captions and add one short line of text for the key moment, like "Cables stay put!"

Music? For product videos, pick from TikTok's Commercial Music Library, which is cleared for videos that promote products. Often the best soundtrack is your own voice and the real sound of the product.

Where does the link go? Mention it once, at the end, calmly: "It's linked below." No "BUY NOW." If the video did its job, people already want it.

Your setup? Face a window during the day, because natural light beats any cheap lamp. Prop the phone against something so it's steady. Film vertically, get close to the product and clear the clutter behind it.

Hand it to your employee

Two prompts that will save you the most time in this chapter:

COPY THIS PROMPT

Write 10 TikTok hooks, each under 12 words, for a video about **[product]** that fixes **[problem]**. Audience: **[who]**. Casual and honest, no exaggerated claims.

COPY THIS PROMPT

Fill in this 30-second TikTok script for **[product]**. Hook (2 sec), the problem (4 sec), showing it working (10 sec) with a short line saying I earn a small commission, my honest opinion including this downside: **[downside]** (8 sec), and where the link is (4 sec). Write it the way a normal person talks.

Then read the script out loud. Any line that doesn't sound like you, change it. Your employee writes the draft. You make it yours.

✓ TRY THIS

Your first script

1. Pick the best product from your list.
2. Choose one of the three scripts, or let your employee draft one with the prompt above.
3. Fill in every blank and read it out loud with a timer running. If it's over 40 seconds, cut words, never the demo.

Don't worry about filming yet. In Chapter 12 you'll turn this script into your first posted video, step by step.

7

0 to 1,000 Followers Who Actually Buy

Two weeks in, Leo had 41 followers.

He'd posted ten videos, all hands only. Most got between 200 and 400 views. One got 900, and he must have watched its numbers fifty times. He wasn't sure if 41 was good or terrible, and there was nobody to ask.

Four weeks after that, he crossed 1,000.

He didn't go viral, buy anything or show his face. He followed a routine simple enough to fit around warehouse shifts that changed every week. This chapter is that routine, step by step, so you can copy it.

Why “going viral” is the wrong goal

Most beginners think growth means one huge video. It usually doesn't, and sometimes a huge video even hurts.

Picture a funny video with nothing to do with your corner that gets 50,000 views. You gain a few hundred followers, and they followed you for the joke. When you post your next product video, they scroll right past it. Your numbers look bigger, but your audience got worse.

There are two kinds of followers. Some followed you for entertainment, and they'll enjoy the next funny video. Others followed you because you solve a problem they have, and when you show a product, they're paying attention. Both count toward 1,000. **The second kind is the one that turns into commissions.**

So the goal isn't the biggest possible audience. It's 1,000 of the right people, as fast as possible. That's what Leo built.

Leo's routine, week by week

Day one: a profile that does its job

When someone likes your video, they tap your profile to decide whether to follow. In about two seconds, your profile has to answer one question: what is this account about, and is it for me?

Leo set his up in ten minutes. His name reads "Leo | Tools That Actually Work." His bio is one line: "Cheap gadgets and tools I've tested myself. Hands only, no hype." His profile picture is his gloved hand holding a screwdriver. Anyone landing on his page knows exactly what they'll get.

The weekly rhythm

Leo's shifts change every week, so he built a routine that bends without breaking.

He films twice a week. One session is about 45 minutes after a day shift, and the other is about 90 minutes on his day off. In those two sessions he records five videos.

He posts five times a week, roughly one a day on weekdays, scheduled from the videos he already filmed. On busy weeks he still gets out at least four.

And he spends 15 minutes a day replying to comments, usually on his breaks. Every single comment gets an answer in the early weeks.

That's about four hours a week in total. Most people can find four hours.

The 3-1-1 mix

Of his five weekly videos, Leo makes three product videos using the blueprint from Chapter 6, one helpful tip with no product at all (like "How to stop tiny screws rolling off the table"), and one comment reply or point-of-view video.

The tip and the reply aren't filler. They show people you're there to help, not just to sell, and they give new viewers a reason to follow before they've bought anything.

Weeks 1 and 2: find the format that works

Leo's first ten videos weren't brilliant, and that was fine. Their real job was to show him what his viewers responded to.

After each video, he wrote down three numbers from TikTok's free analytics: **views, how long people watched** (TikTok shows the average watch time and how many people watched to the end) and **new followers from that video**.

By the end of week two, a pattern jumped out. His "does it actually work?" videos, where he tested a cheap tool on a real job, held people to the end far more often than anything else. People wanted to see whether the cheap thing would survive.

Weeks 3 and 4: turn the winner into a series

So Leo did more of that, and gave it a name: "Cheap tools that actually work, Part 1." Then Part 2. Then Part 3.

A series gives people a reason to follow. If they liked Part 3, the only way to make sure they see Part 4 is to tap follow. His follower count, flat at first, started to climb with every episode.

He also started answering comments with videos. Someone asked whether the magnetic screwdriver set worked on laptop screws. Leo filmed himself opening an old laptop, posted it as a reply and titled it with hook 15:

"You asked if this works on laptops. Let's find out." That reply reached more people than most of his regular videos.

Week 5: the jump

In week five, Part 9 of the series featured a tiny flashlight that clips onto a cap. Leo filmed it point-of-view style, under a dark kitchen sink, both hands free. The hook was "POV: you finally have both hands free under the sink."

It became his biggest video yet, around 30,000 views and over 400 new followers in two days.

It didn't come out of nowhere. Nine episodes of practice and twenty-odd videos of learning came first. That's how big jumps usually happen. They're built on all the "boring" videos before them.

Week 6: past 1,000

Six weeks after his first video, Leo crossed 1,000 followers. Most of them were people who wanted cheap tools that actually work, which is exactly the audience that buys.

He was ready to switch on the money. That's Chapter 8.

The routine you can copy

Here's Leo's system in one place:

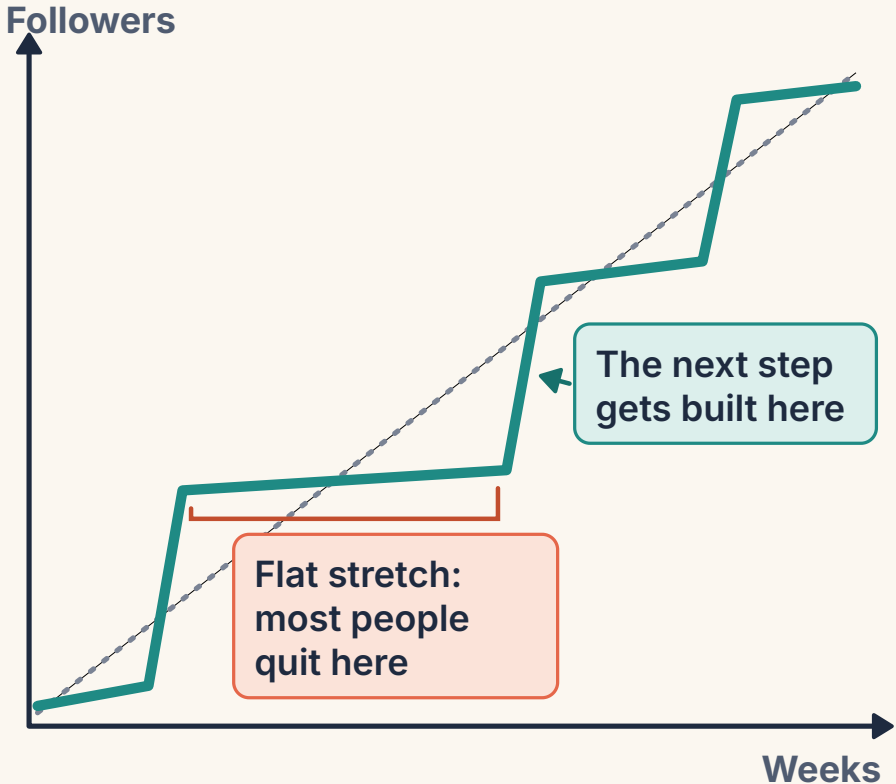
- **Profile:** a name that hints at your corner and a one-line bio saying what you post and for whom
- **Filming:** two sessions a week, five videos total
- **Posting:** four or five times a week, spread out
- **Mix:** three product videos, one helpful tip, one reply or point-of-view video
- **Comments:** reply to every one in the early weeks, about 15 minutes a day
- **Tracking:** after each video, write down views, watch time and new followers
- **Every two weeks:** find what's working best and do more of it, ideally as a series

Growth comes in steps

Your follower count won't climb in a smooth line. It moves like stairs.

..... What people expect

— What growth really looks like



You'll post ten videos and see little movement. Then one does better than the rest and you jump. Then it's flat for a while, then another step. Leo's first two weeks were flat. His week five was a big step.

Knowing this changes everything, because most people quit during a flat stretch, right before a step. You won't, because you'll know the flat part is where the next step gets built.

Hand it to your employee

Once you have a week or two of comments, paste them into your AI app:

COPY THIS PROMPT

Here are the comments from my last 10 TikTok videos: **[paste]**. Which questions or requests could become new videos? Give me 7 video ideas for next week: 3 product videos, 1 helpful tip with no product, 1 comment reply, and 2 ideas for a "Part 1, Part 2" series.

That's your whole week planned in two minutes.

✓ TRY THIS

Plan your next week like Leo

1. Rewrite your profile name and bio so they say what you post and who it's for.
2. Pick your two filming sessions for the next seven days and put them in your calendar.
3. Write five video ideas using the 3-1-1 mix, or let your employee draft them.

Next week you won't be wondering what to post. You'll already know.

8

Switching On the Money

Nine days after Sofia applied, her phone buzzed while she was packing lunchboxes.

It was a TikTok notification about an order through her link. One set of silicone stretch lids, the same ones from her video, with the honest line about the smallest lid wearing out. Her commission: \$2.70.

She stood there with a half-made sandwich in one hand, reading it again. Then she laughed out loud, alone in the kitchen. Two years of posting home tips for fun, and it had never once occurred to her that this was possible.

By the end of that week there were six more orders.

This step is easier than you think

If you've followed the book so far, the hard part is behind you. You have a corner, products and videos that work. Switching on the money is mostly a few forms and a few taps.

Here's how it works on each road. (Menu names vary a little by country and app version, but the steps are the same.)

Road A: TikTok Shop, step by step

1. Apply. Open TikTok Studio, then Monetization, then TikTok Shop for Creator, and tap to join. The app shows the requirements and confirms you meet them.

2. Verify who you are. You'll confirm your identity and set up how you'll be paid. Use your real details, exactly as they appear on your ID and bank account, so your money arrives without delays.

3. Browse the product marketplace. Once you're in, you'll see thousands of products that sellers want creators to show, each with its price and commission

rate. Start with the products you already own and love, then look for more that pass the three questions from Chapter 5.

4. Add products to your showcase. Your showcase is a small shop on your profile where viewers can browse everything you recommend. Each product you add there keeps working for you between videos.

5. Attach a product to your video. When you post, tap the option to add a link or product and choose the one your video is about. A small orange shopping bag appears on your video. Viewers tap it and buy without leaving TikTok.

6. Get paid. Your commission is recorded as soon as someone buys. In the US it's typically paid out about 15 days after the order is delivered, and you can see the expected date for each order in your dashboard.

If you're in the US with fewer than 5,000 followers, you'll start with the starter limits from Chapter 3, up to 3 product videos a day in the standard version. For most beginners that's more than enough.

Free products, sent to your door

Here's the part that surprises people most. Once you've made a few sales, sellers start sending you products to try for free.

Inside the marketplace, many products have a "request free sample" option. Sellers look at your account and decide who gets one. When you receive a product, you post a video about it within the time window shown (14 days in the US). Do that reliably and the offers keep coming, which means a steady supply of new things to film, all free.

Leo got his first free sample three weeks after joining: a set of mini clamps. By month three, he had more products waiting to be tested than he had time to film.

Saying it pays you

When a video has your link, say it once, early, when the product first appears ("Quick note, I earn a small commission on this"), add a small "Ad · affiliate link" label and turn on **Disclose commercial content** in TikTok's posting settings. That's the professional way to do it, and viewers trust you more for it.

Road B: Amazon and other programs, step by step

Road B is for you if TikTok Shop isn't available where you live, or once you want a second income stream.

1. Set up your profile link. Once your account qualifies (Chapter 3), add a "link in bio" page using a free tool like Linktree, Beacons or Stan. It's one simple page listing every product you recommend.

2. Join Amazon Associates. Sign up on your country's Amazon Associates site. List your TikTok profile and your link-in-bio page as the places your links will appear.

3. Create your links. Inside Amazon Associates, search for a product and create your personal link. It carries a tag that tells Amazon the sale came from you. Add each link to your link-in-bio page with a short, clear name.

4. Point people to it. In your videos, say "The one I use is in the link in my profile." Keep the names on your link page matching what you say in your videos, so people find it in two seconds.

5. Make your first three sales. Amazon reviews your account once you've made three qualifying sales within 180 days of signing up. After that, you're fully in.

6. Get paid. Amazon pays monthly. In the US program, payment arrives roughly two months after the end of the month in which the sale happened.

Amazon also asks you to state on your page that you earn from qualifying purchases. In the US the wording is "As an Amazon Associate I earn from qualifying purchases." Put it on your link page and you're set.

Many brands also run their own affiliate programs, and networks like Awin, Impact and Rakuten Advertising connect creators with hundreds of brands at once. The steps are almost identical: apply, get your links and add them to your page.

One rule if you ever use both roads: keep them in separate videos. A video with a TikTok Shop link keeps the buying inside TikTok Shop.

What happens after the first sale

The first commission is small. Sofia's was \$2.70. It doesn't matter.

What matters is what it proves: your videos, on your account, filmed on your phone, can make someone buy. From that point, the work is doing more of what sold.

Sofia went from her first order to sales most weeks within a month, simply by making more videos like the stretch-lid one. Leo's first sale came a week after he crossed 1,000: the clip-on flashlight, the same product from his breakout video. Within a few weeks his showcase was selling something on most days.

Further down the road, the money tends to grow in a few predictable ways. Products in your showcase keep selling between videos. Sellers who like your results invite you to campaigns with higher commissions. And brands start reaching out to you, instead of the other way around.

In Chapter 13, you'll see exactly what that looks like for Sofia, Leo and Anna at month 6 and month 12, including what they earn and what it took.

Hand it to your employee

Once you're in the marketplace, let your employee help you choose:

COPY THIS PROMPT

Here are 5 products I'm considering for my TikTok niche **[your corner]**, with price, commission and rating: **[list]**. For each one, tell me what everyday problem it solves, what the "before and after" would look like on camera and one possible downside I should check. Then rank them for a beginner.

Then pick the top two and test them with your own hands.

✓ TRY THIS

Open your door

1. Check your road in the app (Chapter 3) and note what's still missing, if anything.
2. If you're eligible, apply today. It takes about 15 minutes.
3. Write your disclosure line in your own words and save it in your phone's notes.

If you're not eligible yet, do step 3 anyway. When the door opens, you'll walk straight through.

9

Your First Employee

It's 9:15 on a Wednesday night. Anna has her 30 minutes, and she's exhausted. Tomorrow she wants to film a video about a foldable laptop stand, and she has no idea how to open it.

She opens a free AI chat app and types: "Give me 10 short TikTok hooks for a foldable laptop stand. For office workers. Casual, honest, no hype."

Ten hooks appear in four seconds. Most are fine. Two are good. One makes her laugh out loud: "My neck filed a complaint. This was the solution."

She changes one word and saves it. Total time: three minutes. She spends the rest of her half hour on something that matters more, testing the stand on her actual desk.



The kind of tool that closed my cousin's agency just wrote Anna's hook in four seconds. This time, it's working for the person holding the phone.

You're the boss. AI is the employee.

Think of AI as your first hire. It's fast, it costs little or nothing and it never gets tired. But like any new employee, it's never used your products and it doesn't know your viewers. So you split the work.

Your employee does	You do
Lists everyday problems in your corner	Choose which ones you actually understand
Suggests product types	Hold, test and judge the real products
Writes 10 hooks in seconds	Pick the one that sounds like you
Drafts the script	Read it aloud and make it yours
Writes captions	Check every fact

Your employee does	You do
Turns your comments into video ideas	Decide what to make next
Drafts replies to comments	Read each one and post it yourself

The employee handles the blank page. The boss handles the truth. Put those together and **one person with a phone can work like a small team.**

What a week looks like with an employee

Here's Anna's week once she got the hang of it.

On Sunday afternoon she spends 20 minutes with her employee. She pastes in last week's comments and gets seven video ideas. She picks four, and her employee drafts all four scripts. She reads each one out loud and rewrites any line that sounds like an ad.

Then she films for about 90 minutes. Four videos, done.

On weeknights she spends about 15 minutes posting one video, pasting in a caption her employee drafted and answering comments.

Before AI, the writing alone would have eaten her whole weekend. Now it takes 20 minutes, and her energy goes into the part only she can do.

The prompt library

Copy these into any AI chat app, such as ChatGPT, Claude or Gemini. Replace the parts in brackets.

Finding ideas

1. Problems worth solving

List 20 small, everyday annoyances that **[people in my niche, e.g. busy parents of toddlers]** deal with. One sentence each.

2. Products for a problem

What kinds of affordable products help with this problem: **[problem]**? Describe what the "before and after" would look like on camera. List product types, not brands.

3. A week of ideas

Give me 7 TikTok video ideas for an account about **[your niche]**: 3 product videos, 1 helpful tip with no product, 1 comment reply and 2 ideas for a "Part 1, Part 2" series. One line each.

4. Series ideas

Suggest 5 recurring series for a TikTok account about **[your niche]**, like "Cheap tools that actually work, Part 1." For each, give 5 episode ideas.

Writing videos

5. Hooks (you've already met this one in Chapter 6)

Write 10 TikTok hooks, each under 12 words, for a video about **[product]** that fixes **[problem]**. Audience: **[who]**. Casual and honest, no exaggerated claims.

6. Full script (you've already met this one in Chapter 6)

Write a 30-second TikTok script for **[product]**. Hook (2 sec), the problem (4 sec), showing it working (10 sec) with a short line saying I earn a small commission, my honest opinion with this downside: **[downside]** (8 sec), and where the link is (4 sec). Simple spoken English.

7. Make it sound like me

Rewrite this script so it sounds like a normal person talking to a friend, not an ad. Shorter sentences. Remove any claim I can't back up from my own experience: **[paste script]**

8. Honest review

I've used **[product]** for **[time]**. What I like: **[likes]**. What I don't: **[dislikes]**. Turn this into a 40-second honest review script for TikTok.

9. Faceless version

Rewrite this script for a hands-only video with voiceover. For each line, tell me what my hands should be doing on screen: **[paste script]**

After posting

10. Captions

Write 3 short TikTok captions for a video about **[product]**, each under 100 characters, each starting with "Ad ·" and mentioning I earn a commission from the link.

11. Comments into ideas

Here are comments from my TikTok videos: **[paste]**. Which questions could become new videos? Give me 5 ideas, with a hook for each.

12. Reply drafts

Draft short, friendly replies to these comments. Be honest; if you don't know an answer, say I'll check and get back to them: **[paste comments]**

13. Rescue a slow video

This TikTok video got **[views]** views and people watched **[average watch time]** seconds on average. Here's the script: **[paste]**. Suggest 3 stronger hooks and one way to show the product sooner.

Two rules that keep it working

Your employee writes words. Your camera shows the real product. Everything a viewer sees working should be something you filmed working, because that's what makes people believe you and buy. The same goes for your voice: record your voiceovers yourself rather than letting an AI voice read them. A real voice explaining a real product is what viewers trust, even if it's a little nervous. And if you ever do use realistic AI visuals or audio, switch on TikTok's AI-generated content label when you post.

And always give your employee's work a final read. AI sometimes states things confidently that aren't true, like a size, a feature or a claim. Thirty seconds of checking keeps your videos accurate and your viewers trusting you.

How our three use their employee

Anna leans on it most. Hooks and first drafts every week are the reason she can do all this in a few hours.

Leo dictates rough notes into his phone on breaks, like "good: strong magnet, cheap. bad: case is flimsy," and has his employee turn them into a clean voiceover script. It fixes his captions too, which he says has saved him from a lot of typos.

Sofia uses prompt 11 every Sunday. She pastes in the week's comments and gets next week's video ideas, often straight from her viewers' own questions.

✓ TRY THIS

Put your employee to work

Copy prompt 3 into any AI app with your niche filled in. In about two minutes you'll have a full week of video ideas.

Pick the best one and run it through prompts 5 and 6. Then read the script out loud and change at least one line so it sounds like you.

You just did in ten minutes what used to take a writer an afternoon.

PART

3

Breaking Through



10

The 5 Walls Where Most People Quit

Here's something I've noticed from the inside. The people who end up earning aren't the ones who never hit a wall. They're the ones who knew the walls were coming, recognized them when they showed up and had a move ready.

Almost every beginner runs into the same five. Most people quit at one of them. You're about to know exactly what each one looks like and how to get over it, which puts you ahead of nearly everyone who started at the same time as you.

Anna hit four of the five. Her story runs through this chapter, because it's the story of how someone in the slow lane switched to the fast one.

Wall 1: “Nobody is watching my videos.”

Anna’s first month didn’t look like Leo’s. She posted when she had the energy, one video one week, two the next, none the week after. Her first nine videos got 140, 210, 95, 380, 160, 70, 230, 190 and 110 views.

The night video six got 70 views, she sat on the edge of her bed and thought, *who did I think I was?*

What’s really going on: low views at the start are normal for every new account, and they’re almost never about you. They usually mean people aren’t stopping in the first two seconds, or they’re scrolling away before they see the product work.

How you get over it:

Open with the problem, not with yourself. “Hi guys, so today...” loses people. “If your cables keep falling behind your desk...” keeps the right ones.

Get the product on screen by second two. If it shows up at second ten, most viewers never see it.

Check how long people watched (Chapter 7). If they leave in the first three seconds, change the hook. If they leave halfway, cut the slow middle.

Look at your own best video. Anna's 380-view video was the only one that opened on the mess instead of her face. That was her answer, hiding in her own numbers.

And if you ever see a notification saying a video broke a rule or isn't eligible for the For You feed, read it and fix that first. If there's nothing there, your account is fine and the fixes above are where to look.

Wall 2: "I want to quit."

Week five. Anna had about 120 followers, a full-time job and a Sunday she'd rather spend doing nothing. She opened TikTok, saw a creator in her feed celebrating a huge month and closed the app. She didn't post for eight days.

This is the wall where the most people stop for good. It usually comes in week three, four or five, right when the excitement of starting has worn off and the results haven't arrived yet.

What's really going on: most of the time it means you're measuring the wrong thing. In the early weeks you can't control views, followers or sales. You can only control

what you do. When you judge yourself on results you can't control yet, every slow week feels like failure.

How Anna got over it, and how you will: she didn't try harder. She changed two things.

First, she copied Leo's routine (Chapter 7) exactly. Two filming sessions a week, Sunday afternoon and Wednesday evening. Four or five videos a week, posted on a schedule instead of whenever she felt like it. That alone took her out of the slow lane.

Second, she handed the writing to her AI employee (Chapter 9). The part she'd been dreading, staring at a blank page at 9 p.m. after work, now took 20 minutes on Sunday. Her energy went into filming instead.

She also started tracking what she *did* instead of what she *got*: "Posted 5 videos, answered every comment." Every week she hit that, it counted as a win, whatever the numbers said.

Within two weeks of the change, her curve bent upward. More videos meant more chances, and the blueprint meant every one of them was a decent chance.

If you hit this wall, read Anna's two changes again and make them yours. Then post one more video before you decide anything.

Wall 3: “I’m scared people I know will see.”

Three weeks into his account, a coworker walked up to Leo in the break room and held up his phone. “Hey, is this you?”

It was the magnetic screwdriver video. No face, but the coworker had recognized the voice and the scratched work gloves.

Leo felt his face go hot. He was ready to delete everything that night.

Then the coworker said: “Where’d you get that? I need one for my truck.”

What’s really going on: the fear of being judged stops more people from starting than anything else. But here’s how it usually plays out. Most of your viewers are strangers, because TikTok shows your videos to people who don’t know you. The people who do know you think

about your video for about four seconds. And when someone you know notices, the reaction is far more often “where did you get that?” than anything unkind.

How you get over it:

Go faceless if that’s what it takes to start. Hands, voiceover, text and real sound (Chapter 6). You can show more later, or never.

Check your privacy settings. TikTok lets you control whether your account is suggested to people in your phone contacts. If you’d rather keep it separate from your personal life at first, look under Privacy in your settings.

Have your answer ready. “Yeah, I review gadgets I’ve tested. It’s a side project.” Said calmly, that’s the end of the conversation. Leo now says it with a little pride.

Wall 4: “I’m stuck below 1,000.”

After her change, Anna climbed steadily to about 600 followers. Then she stalled. Two weeks, barely moving.

What's really going on: plateaus are part of the staircase from Chapter 7. They usually happen because you've found a style that works okay and you keep making exactly that, so the same kind of viewer keeps seeing it.

How Anna got over it:

She studied her top three videos. All three were cheap desk fixes, and all three opened on a messy desk. So she turned that into a series: "Desk fixes under \$15, Part 1."

The fourth episode, a little drawer that slides under a monitor stand, reached 14,000 views. Eleven days later she passed 1,000.

You can do the same. Find what your top three videos share, then make a series out of it. Try a video type you haven't used yet. Reply to comments with videos, because those often reach new people. And check your profile: your last six videos should make it obvious what you're about.

Wall 5: “I get views but no sales.”

Sofia's stretch-lid video sold from day one. Her next product didn't. It was a magnetic spice rack that sticks to the side of the fridge, and her video got 5,000 views and zero orders in a week.

She was annoyed, because she genuinely loved that rack.

What's really going on: views without sales almost always come down to one of a few things. People can't clearly see the product doing its job. The video doesn't name a problem they have. The product costs more than people buy on impulse. Or they don't know where the link is.

How Sofia got over it: she watched her own video like a stranger would. She'd spent 15 seconds talking about how much she loved the rack and only 3 seconds showing it. Viewers never saw the moment that sold her on it.

So she re-filmed. Opening shot: a cupboard so crammed with spice jars that two fall out. Then the rack on the fridge, and her hand grabbing the cumin in one second

without looking. She added one line about who it's for, "If you cook every night and your spices live in chaos," and mentioned the link once at the end.

Nine orders in four days.

When you hit this wall, check the same things. Can a viewer see the result within a few seconds? Is the problem named early? Does the video say who it's for? And if several good videos about one product still don't sell, the product may be the problem. Swap it for another and move on.

Your wall-finder

When something isn't working, find what you're seeing in the left column.

Very low views

WHAT IT USUALLY MEANS

People leave in the first seconds

YOUR NEXT MOVE

Open with the problem; product on screen by second 2

People leave halfway

WHAT IT USUALLY MEANS

The middle drags

YOUR NEXT MOVE

Cut the talking; show it working sooner

You want to stop

WHAT IT USUALLY MEANS

You're judging results, not actions

YOUR NEXT MOVE

Copy Leo's routine; hand writing to AI; track actions

Views but few new followers

WHAT IT USUALLY MEANS

Viewers can't tell what you're about

YOUR NEXT MOVE

Stay in your corner; start a series

Stuck for weeks

WHAT IT USUALLY MEANS

You're repeating one exact style

YOUR NEXT MOVE

Remix your top 3 videos into a series; reply with videos

Views but no link taps

WHAT IT USUALLY MEANS

No clear problem, or link not mentioned

YOUR NEXT MOVE

Name the problem early; say who it's for; mention the link

Taps but no orders

WHAT IT USUALLY MEANS

Product, price or seller

YOUR NEXT MOVE

Check reviews, price and seller rating; try another product

✓ TRY THIS

Pick your move in advance

Write down which wall you think you'll hit first. Next to it, write the one move from this chapter you'll make when it shows up.

When it comes, and it probably will, you won't be wondering what to do. You'll already be doing it.

11

The Account Killers

A week after Leo passed 1,000 followers, a message landed in his inbox.

"Bro your content is fire. Want 5K real followers for \$19? Instant, safe, works every time."

A minute later, another: "I can open TikTok Shop for you in any country. DM me."

Leo deleted both without replying. He'd read this chapter.

Protect what you're building

By the time people start sending you offers like that, your account is worth something. Weeks of videos, followers who trust you, sellers who know your name. Everything you've built lives inside that one account.

Almost every account that gets restricted or banned gets there the same way: by trying one of a handful of “shortcuts,” often sold by someone in their inbox. Here they are, so you can recognize them instantly and keep what’s yours.

The 11 account killers

1. Buying followers, likes or views. Fake followers never buy anything, they drag down how your real videos perform and platforms actively hunt for them.

2. Buying, borrowing or renting an account. Accounts are tied to one real person’s identity. When that doesn’t match, the account and the money in it are at risk.

3. Pretending to live somewhere else. VPNs, foreign phone numbers or borrowed IDs to join another country’s program. Identity checks exist to catch exactly this.

4. Reposting other people’s videos. Downloading someone else’s video and posting it as yours, even with small edits, gets videos removed and accounts restricted. Your own footage is always the safer and better-selling choice.

5. Using music you don't have the rights to in product videos. Stick to TikTok's Commercial Music Library, your own voice and the product's real sounds.

6. Faking results. Staged before-and-afters, the seller's photos passed off as your own, AI clips pretending to show the product working. If it didn't happen in front of your camera, don't show it happening.

7. Claims you can't back up. "Cures," "melts fat," "doctor-approved" when it isn't. Health claims in particular get videos pulled fast.

8. Hiding that you're paid. The one-line disclosure from Chapter 6 and TikTok's commercial content setting take three seconds and keep you safe.

9. Sending TikTok Shop buyers somewhere else. In a video with a TikTok Shop link, keep the buying inside TikTok Shop. No outside links, other handles or QR codes in those videos.

10. Bots and automation. Tools that follow, like, comment or message for you look like spam because they are spam. Your AI employee drafts. You post.

11. Products that aren't allowed. Weapons, many medicines and supplements, adult products and fakes of famous brands. If you're not sure about a product, check the rules before you film it.

The two-question check

If you're ever unsure whether something is okay, ask yourself two things. Would I be comfortable explaining exactly what I did to TikTok? And would I say this to a friend?

Two yeses mean you're fine. Anything else, skip it. There's always another way to grow that doesn't put your account at risk.

If something goes wrong anyway

Sometimes videos get flagged by mistake. It happens even to careful creators.

Don't panic and don't delete anything. Read the notification, because it usually says which rule TikTok thinks you broke. If you believe it's a mistake, tap the appeal option and explain in a sentence or two. If it wasn't a mistake, learn the rule and move on. How

TikTok responds depends on how serious the issue is, which is exactly why the list above is worth more than any appeal.

✓ TRY THIS

Clean your inbox

Scroll through your messages and comments. Delete anything offering followers, accounts or shortcuts.

Then save the two-question check in your phone's notes. It'll protect your account better than any trick ever could.

PART



Your Start



12

Your First Video in 48 Hours

Anna's first video sat in her drafts for four days. She re-recorded it six times. Then on a Thursday night she watched it one more time, thought *it's fine, it's honestly fine*, and pressed Post before she could change her mind.

It got 140 views. And something she didn't expect happened: she felt lighter. The scary part was over. Every video after that one was easier.

This chapter gets you to that moment within 48 hours. Here's exactly how, minute by minute.

What you need

Your phone, the corner you picked in Chapter 4, one product from your list in Chapter 5 and the script you wrote in Chapter 6. If you skipped any of those, that's fine. Each step below shows you the shortcut.

Total time: about two and a half hours, spread over two days.

Day 1, evening

7:00 p.m. · Set up your account (20 minutes)

First, decide: old account or new one?

If you already have an account that isn't far from 1,000 followers, or whose videos are already related to the corner you picked, keep it. That's Sofia's shortcut from Chapter 3, and those followers are a head start. You only need to update the profile.

Start a new account only if your old one has very few followers and its videos have nothing to do with your corner.

Either way, use your real date of birth and your own phone number or email, since you'll verify your identity later to get paid.

Then set up your profile the way Leo did in Chapter 7. A name that hints at your corner, a one-line bio that says what you post and for whom, and a clear profile picture. Faceless works fine: your hands holding a product, or a simple icon.

7:20 p.m. • Be a viewer for 10 minutes

Search your corner's topic and watch, like and follow a handful of good accounts in it. You'll see what works, and the app starts learning what your account is about.

7:30 p.m. • Lock your script (15 minutes)

Use the script you wrote in Chapter 6. No script yet? Open your AI employee and use the full-script prompt from Chapter 6, then read it out loud and change any line that doesn't sound like you. Time it. Aim for 20 to 40 seconds.

7:45 p.m. • Film (45 minutes)

Set up facing a window if it's still light, or under your brightest lamp if it isn't. Clear the background. Prop your phone vertically on something steady.

Record five seconds as a test and play it back. Can you see the product clearly? Can you hear your voice? Adjust once and move on.

Now film each beat of the blueprint as its own short clip: the hook, the problem, the product working, your honest take and the ending. Two or three takes of each.

Separate clips are much easier than one perfect take.

Spend extra care on one shot: the moment the product does its job. Film it close up, and film it twice. That's the shot that sells.

If you're doing a voiceover, record it last, in your quietest room, with the phone close to your mouth. Read it like you're telling a friend.

Day 2, evening

7:00 p.m. • Edit (30 minutes)

Open TikTok's built-in editor or the free CapCut app. You only need four moves:

1. Trim each clip so nothing starts slowly.
2. Put the clips in blueprint order.
3. Add one or two lines of on-screen text for the key moments.
4. Turn on captions.

Pick your sound from TikTok's Commercial Music Library, or let your voice and the product's real sounds carry it.

7:30 p.m. • Post (10 minutes)

Watch it once all the way through and ask one question: would I stop for this? If yes, it's ready.

Write a one-line caption about what the video shows, and add three to five hashtags about your corner and the product type. If the video has an affiliate link, add your one-line disclosure and turn on Disclose commercial content.

Then press **Post**.

Afterward

Reply to every comment, even the one-word ones. In the beginning, every person who talks to you matters.

Check your numbers once that evening and once the next day: views, how long people watched and new followers (Chapter 7). Write them down.

Whatever they say, they're your starting line, not your result. Your first video comes from a brand-new account that the app is still getting to know. **The only number that matters after video one is video two.**

Your 48-hour checklist

- ☐ Account set up with your real details
- ☐ Profile name, bio and picture that say what you're about
- ☐ 10 minutes spent watching good accounts in your corner
- ☐ Script locked and timed

- ☐ Clips filmed, including a close-up of the product working
- ☐ Edited to 20–40 seconds with text and captions
- ☐ Caption, hashtags and sound chosen
- ☐ Posted
- ☐ Comments answered
- ☐ Three numbers written down

✓ TRY THIS

Book it

Open your calendar right now. Put in tonight or tomorrow: "Set up and film first video." Put in the day after: "Edit and post."

There's no better week coming. This is the one.

13

Day 1 to Day 90, and Beyond

Day 86. Anna is on the train home when her phone buzzes.

An order through her link: the cable organizer, the same product from the very first script she ever wrote. Her commission is small, the price of a coffee.

She takes a screenshot and sends it to her sister with three exclamation marks. Then she sits there grinning at her phone while the stations go by. Three months ago she'd never posted a video. Two months ago she nearly quit.

This chapter shows you the road from day one to that moment, stage by stage, and then something most books never show you: what happens after.

The road, stage by stage

Go by your stage, not by the calendar. Some people move through these in weeks. Others take a few months. The moves are the same.

Stage 1: From 0 to 300 followers. Find what works.

Your job here is simple: post four or five videos a week using the blueprint, and learn from your own numbers. After every video, write down views, watch time and new followers. After about ten videos, a pattern shows up, just like it did for Leo with his “does it actually work?” tests.

Most people quit here because the numbers are small. You’ll know the numbers are supposed to be small. You’re collecting information, not results, and that information is what the next stage is built on.

Stage 2: From 300 to 1,000. Build momentum.

This is where you turn what works into a machine. Make a series out of your best format. Answer comments with videos. Remix your top three videos every couple of

weeks with a new product or angle. Keep a list of ten products you'd love to link, with scripts half-written, so you're ready the day the door opens.

Most people stall here, because growth comes in steps with flat stretches in between. You'll recognize the flat stretches for what they are: the part where the next step gets built.

Stage 3: 1,000 and beyond. Switch on the money.

Apply for your road (Chapter 8). Then take your best-performing video types and make them again with a linked product. Keep posting helpful videos without links too, so your account still feels like help and not a shop window.

Your first commission will probably be small. That's exactly how it's supposed to start. It proves the system works with your account, your videos and your phone. From here, the job is doing more of what sold.

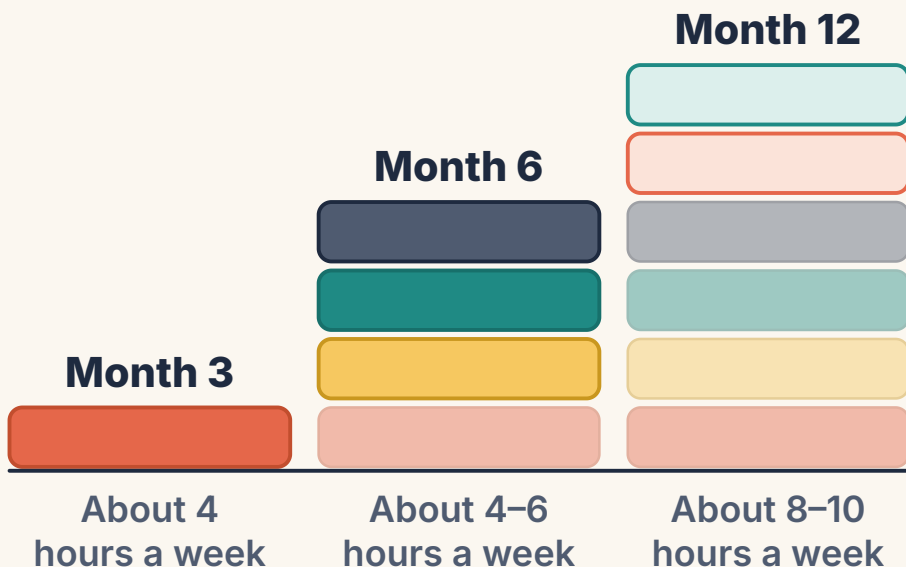
Where the three of them are at month 3, month 6 and month 12

Here's what the road can look like further on. Anna, Leo and Sofia are composite characters, so treat their stories as examples of what's possible when the conditions are there.

The income ranges use the same math as Chapter 1, with one difference. As their showcases fill up with higher-priced products, and brand campaigns start paying higher rates, the average commission per order rises to about \$5 to \$8. From month 6, paid brand videos come on top of that. By month 12, a second account adds another layer.

Every snapshot also shows what made it possible, because those conditions are the part you can copy.

How the income stacks up



-  Affiliate commissions (one account)
-  + Higher-commission brand campaigns
-  + LIVE selling
-  + Paid brand videos
-  + Second account (new corner)
-  + Amazon as a second income stream

Sofia: the head start

Month 3. About 3,000 followers. She posts four or five videos a week and has around 25 products in her showcase. Sellers send her a free sample every week or two.

Monthly income: \$400–1,000. Enough to cover her car payment, with some left over.

What made it possible: one account and affiliate commissions only. She never left her corner, she remade her best sellers from new angles (the stretch lids have appeared in five different videos) and she still answers every comment. About four to five hours a week.

Month 6. About 8,000 followers. A kitchenware seller invited her into a campaign that pays more than the standard rate. She's done her first short LIVEs, showing lunchbox products while the kids are at school, and a storage brand paid her to make her first sponsored video.

Monthly income: \$1,500–3,500. More than the part-time job she gave up when her second child was born.

What made it possible: her affiliate commissions, plus higher campaign commissions, LIVE selling and her first paid brand videos. Steady posting, honest videos with low returns (which sellers notice) and saying yes to the first invitations. About five to six hours a week.

Month 12. About 20,000 followers on her main account, and a second account three months old. The new one covers a fresh corner, small-space storage, using the same blueprint, the same weekly routine and the same AI employee. It runs on Road B through Amazon.

Monthly income: \$4,000–8,000. A real second household income.

What made it possible: everything from month 6, plus a second account built with the method she already knew and Amazon as a second income stream. Her time went up too, to about eight to ten hours a week.

Leo: the fast start from zero

Month 3. About 4,500 followers. His “Cheap tools that actually work” series is past Part 30. He still films in two sessions a week around his shifts, and the clip-on flashlight still sells most days, months after the video went up.

Monthly income: \$500–1,200. Enough to cover his phone bill and car insurance with room to spare.

What made it possible: one account and affiliate commissions only. The routine from Chapter 7, never skipped for more than a week, and a series that gives people a reason to follow. About four hours a week.

Month 6. About 12,000 followers. He's long past the starter limits, a tool brand contacted him directly and paid him to test and film their new range, and he's started going LIVE on Saturday mornings to compare tools in real time. He now picks up extra shifts only when he wants to.

Monthly income: \$2,000–4,000. More than his old part-time shifts paid.

What made it possible: his affiliate commissions, plus higher campaign commissions, LIVE selling and paid brand videos. Six months of consistency in one clear corner, and a reputation for honest downsides that makes brands trust him with their products. About five to six hours a week.

Month 12. His main account is approaching 30,000 followers. Four months ago he started a second account, “Car stuff that actually works,” with the same hands-only style and the same AI employee drafting his scripts. It runs on Road B through Amazon.

Monthly income: \$5,000–10,000. More than his full-time warehouse wage ever was.

What made it possible: everything from month 6, plus a second account in a new corner and Amazon as a second income stream. His time went up to about eight to ten hours a week, which he now spends on this instead of extra shifts.

Anna: from the slow lane to the fast one

Month 3. Just past 1,000 followers, with her first commissions arriving. Her “Desk fixes under \$15” series is growing, and her routine of two filming sessions and an AI employee has finally made this fit her life.

Monthly income: \$100–300. Enough to cover her phone bill.

What made it possible: one account and affiliate commissions. Switching to Leo's routine in week six, handing the writing to AI and turning her best video into a series. About four hours a week.

Month 6. About 6,000 followers, and her curve is now the steepest of the three. There are a lot of office workers in the world, and her videos are exactly what they search for on their lunch breaks. An office furniture brand paid her for her first sponsored video, and she's joined her first campaign with a higher commission. She still works on this about four hours a week.

Monthly income: \$1,000–2,500. Enough to cover her monthly train pass and her groceries, with plenty left over.

What made it possible: her affiliate commissions, plus higher campaign commissions and her first paid brand videos. A corner that matched a big, ordinary audience, steady posting and a willingness to change what wasn't working instead of quitting.

Month 12. About 18,000 followers on her main account. Her second account, "Work lunches in 10 minutes," started three months ago with the same routine. It runs

on Road B through Amazon.

Monthly income: \$3,000–6,000. Enough that the next “we’re rolling out AI tools” email from work doesn’t scare her anymore.

What made it possible: everything from month 6, plus a second account built on the same method and Amazon as a second income stream. She now puts in about eight to ten hours a week, mostly on Sunday afternoons and a couple of weeknights.

How far it can go

The first commission is the start of the road, not the end. Here’s what tends to open up as you keep going.

Free products become a steady stream. Once sellers see you post reliably and sell, sample offers keep coming. That means a constant supply of new things to film, and the free products alone can be worth several hundred dollars a month.

Brands start reaching out to you. At first you apply to promote products. Later, sellers invite you to campaigns, often with higher commission rates, and some pay you

directly to make a video about what they're launching.

Your showcase keeps selling between videos. Every product you add is another small shop window that works while you're at your day job.

New income streams open up. LIVE selling, Amazon or brand programs as a second road (Chapter 8) and paid brand videos all build on the same skills you've been practicing since your first video.

A second account doesn't mean starting from zero. You take the same blueprint, the same weekly routine and the same AI employee into a new corner. Everything you learned the first time comes with you, which is why a second account tends to get going faster than the first one did. Before you set one up, check in the app what your country's rules allow. If the second account can't join TikTok Shop's affiliate program too, run it on Road B: Amazon lets one affiliate account add several social profiles, so the new account simply gets its own link page.

And the skill itself keeps its value. You'll know how to show a product clearly, how to understand why people buy and how to make a short video that holds attention.

Those are worth more every year, especially as AI takes over routine work.

✓ TRY THIS

Your next 30 days

Write your plan on one page:

- Your two filming sessions each week
- Your four or five posting days
- Your best-performing video type so far
- One series you'll start or continue
- The road you're heading for, and what's still between you and it

Stick it somewhere you'll see it every day. Then go make your next video.

Closing: Now Make the Second One

My cousin read an early draft of this book.

A few weeks later, she sent me a link. It was her first video: her hands, a cheap milk frother and a cup of very foamy coffee. Twenty-two seconds long. Under it, she'd written: "First one. Don't laugh."

It had 112 views.

I didn't laugh. I watched it three times. The frother was on screen in the first second. The foam rose right in the middle of the frame. She'd even added one honest line at the end about the battery cover being fiddly.

She'd followed the blueprint. Nine years of writing product descriptions, and it turned out she already knew how to explain why something is worth buying. She just needed someone to show her where to point that skill.

I sent her one message back: "Now make the second one."



That's my message to you, too.

You now know more about how this really works than most people who try it. You've seen the whole map. You know how to pick a corner and a product, how to build a 30-second video second by second, how Leo got to 1,000 without showing his face and how Anna got out of the slow lane. You have an AI employee waiting for instructions and a plan for your next 30 days.

The people who make this work aren't the most talented or the best-looking. They're the ones who post the second video, and the tenth, and keep going through the flat stretches until the next step comes.

Somewhere in your future there's a notification like Sofia's at the kitchen counter, or Anna's on the train home. It might only be the price of a coffee. When it comes, you'll know the whole thing works for you, and everything after that is doing more of it.

Getting good from there is mostly practice, plus the right feedback on your own videos at the right time. I have one small favor to ask about that, on the next page.

For tonight, there's only one step that matters.

Go make your first video. Then make the second one.

— Mark

What's Next

You've reached the end, and I'd really like to know how it landed for you.

Not a review. Just the honest version, the way you'd tell a friend over dinner. Three questions:

- Which part of this book was most useful to you?
- Where are you stuck right now?
- What would you most like someone to help you with, hands-on?

Email me your answers: support@posiro.com

I read every answer. If a lot of you tell me you need the same thing, like someone to look at your actual videos or help you choose your first products, I might run a small bootcamp to do exactly that, with more hands-on teaching than a book can give.

If you'd like to hear about it, just mention it in your email. That's all. No obligation, and I won't fill your inbox.

Either way, thank you for reading this far. Now go make that second video.

— Mark



Our Promise

If this book didn't help you, just reply to your purchase email within 30 days and you'll get a full refund. No questions asked.

Bonus: The Cheat Sheet

Everything you need from this book on a few pages.
Screenshot it, print it or keep it open while you film.

The map

1 Pick your corner



2 Pick products



3 Make videos



4 Grow an audience that buys



5 Switch on the money



6 Learn and repeat, then back to 3

The 15-minute niche test

- 1.** Do people in this corner buy things?
- 2.** Can I make 50 videos about it?
- 3.** Can I get my hands on the products?

The 3 product questions

- 1.** Can I show it working on camera?
- 2.** Does it fix a real annoyance?
- 3.** Would I recommend it to a friend?

Then read the bad reviews, check the seller and the price, and let commission be the tiebreaker, not the decider.

The 30-second blueprint

Seconds	Beat
0-2	Stop the scroll
2-6	Name the problem
6-16	Show it working (close up, ideally twice)
16-24	Your honest take, with one downside
24-30	Point to the link, once, calmly

With a link: an “Ad · affiliate link” label from the first second, plus one spoken line when the product appears: “Quick note, I earn a small commission on this one.”

The 15 hooks

1. "If your ___ keeps ___, watch this."
2. "I was so tired of ___ until I found this."
3. "Watch what happens to this ___ in 10 seconds."
4. "I didn't expect this ___ to actually work."
5. "I've used this for a month. Here's the truth."
6. "This is the weirdest-looking thing in my ___, and I use it every day."
7. "Nobody told me ___ could be this easy."
8. "Things in my ___ that just make sense."
9. "3 things under \$___ I'd buy again for my ___."
10. "One thing I like and one thing I don't about this ___."
11. "Don't buy a ___ until you've seen this."
12. "POV: you finally fixed ___."
13. "My old ___ vs. this one."
14. "If I had to set up my ___ from zero, I'd buy these first."
15. "You asked if ___ works for ___. Let's find out."

The faceless styles

Hands only · Voiceover · Text and real sound · Point of view

Leo's 0-to-1,000 routine

- **Filming:** two sessions a week, five videos
- **Posting:** four or five times a week
- **Mix:** three product videos, one tip, one reply or point-of-view video
- **Comments:** reply to every one, about 15 minutes a day
- **Tracking:** views, watch time and new followers after every video
- **Every two weeks:** turn what's working into a series

About four hours a week.

The two roads

Road A, TikTok Shop: the product link sits on your video. In the US, you need to be 18+, US-based, with 1,000 followers. Check your own country in TikTok Studio, then Monetization, then TikTok Shop for Creator.

Road B, Amazon and brand programs: the link sits on your profile. Amazon reviews you after 3 qualifying sales within 180 days.

Keep them in separate videos.

Your AI employee

You decide, test and film. Your employee drafts ideas, hooks, scripts, captions and comment replies. You read everything before it goes out.

The wall-finder

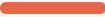
What you see	Your next move
Very low views	Open with the problem; product on screen by second 2
People leave halfway	Cut the talking; show it working sooner
You want to stop	Copy Leo's routine; hand writing to AI; track actions
Stuck for weeks	Turn your top 3 videos into a series
Views but no sales	Show the result sooner; name the problem; say who it's for

The two-question check

Would I be comfortable explaining this to TikTok?
Would I say this to a friend?

The only rule that matters tonight

Make your first video. Then make the second one.



The Fine Print

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Platform rules change often. The rules described in this book were checked in October 2026; always check the current version in the app or on the official help pages before relying on them.

Anna, Leo and Sofia are composite characters, and their results are illustrative examples, not typical or guaranteed outcomes. This book does not promise any specific income. Results depend on your effort, your choices, your market and factors outside anyone's control.