

TikTok guide for partners

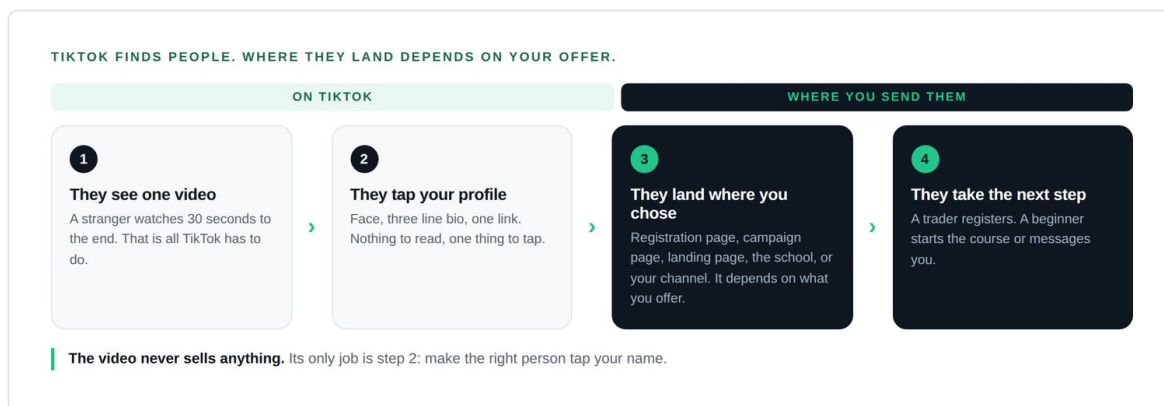
How to use TikTok to find new people every day and send them where your offer lives. Setting up the account, filming your first video, what to post, and what to say at the end of every video.

TikTok is the fastest free way to get in front of people who have never heard of you. You do not need followers, a camera or expertise. You need a phone, one idea per video, and the habit of posting every day.

What you will learn

- What TikTok affiliate marketing is, and why partners use it
- How affiliate marketing works on TikTok: the For You page, captions, sounds, account types
- Where to send the people you find, depending on what you offer
- How to create your account step by step, with screenshots
- How to film a video in the app, with captions and a sound
- Who to target, the three types of video, the first line and the last line
- How to post, the first hour, messages, and filming a week in one session
- What you are allowed to say
- Top tips, do this not that, and key takeaways

TikTok finds people. A stranger sees your video, taps your profile, taps the link, lands in your channel. So every video has one job: make the right person tap your name. Nobody opens a trading account after a 30 second video from a stranger, so the video does not need to sell anything.



TikTok finds people. Where they land depends on your offer.

What is TikTok affiliate marketing?

TikTok was launched in 2016 by the Chinese company ByteDance as a place to post short vertical videos. It grew faster than any social app before it, first with young users, now with everyone.

Affiliate marketing on TikTok works the same way as on any platform. You create and post videos that fit what you offer, you place your partner link where people can reach it, and you earn a commission for every client who registers and trades through that link. The difference on TikTok is the format: short videos, chosen for the viewer by the app, with no need for followers before the first video can reach thousands.

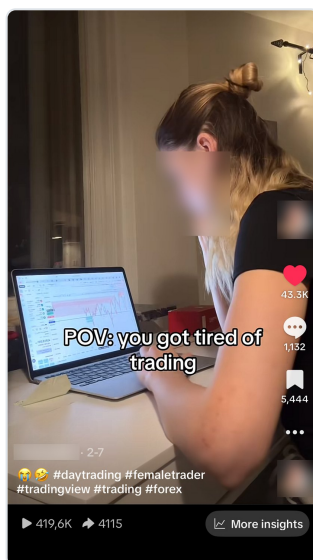
Why use TikTok for affiliate marketing?

- **People spend more time there than anywhere else.** The average user spends close to an hour a day in the app, more than on any other social platform.
- **The audience is enormous.** TikTok passed 1.5 billion monthly active users and is available in more than 150 countries. Trading is the largest financial market in the world, and TikTok is where a large part of its next generation of clients already scrolls.
- **You start from zero.** Every video is shown to a small test group first. If they watch, TikTok shows it to more. A new account can reach thousands with one video.
- **It costs nothing.** No website, no ads, no editing software.
- **You learn fast.** Within a day you know if a video worked, so you get better every week.

How does affiliate marketing work on TikTok?

Your job is to post videos that match your offer, and to make the right people tap your profile and your link. Nobody opens a trading account after a 30 second video from a stranger, so the video does not need to sell anything. It needs to be good enough that the right person taps your name.

The For You page. Users have a Following feed (accounts they follow) and a For You page (videos the app picks for them). Almost all reach comes from the For You page. TikTok measures how long people watch. If the test group watches to the end, the video goes to more people. If they scroll away in three seconds, it stops. So: 20 to 40 seconds, the most interesting thing first (no "hey guys"), and stop the moment you have said it (no "follow for more"). Likes matter much less than watch time.



Open one of your own videos and tap More insights to see how many watched to the end.

Captions and search. TikTok raised its caption limit from 300 to 2,200 characters in 2022, and it is now a search engine for many young users. The words in your caption help TikTok understand who to show your video to and help people find it later. Search "trading forex" or "day trading" and look at which videos get the most views: a person explaining in front of the camera, or fast text over a trending sound? That tells you what the audience wants. Put the words people search for in your caption.

Trending sounds. Using a sound that is rising helps the app treat your video as relevant. Tap **Add sound** after recording and scroll TikTok Rising and Viral. If you talk in the video, add a popular sound and turn it low.

Personal or Business account. The link in your bio is only available after 1,000 followers, or from day one with a Business account. Business accounts lose most trending sounds. Details in the setup steps below.

Organic or paid. Everything in this guide is organic: free reach. TikTok also sells in-feed ads and Spark Ads (boosting an existing post). Financial promotion needs approval and a budget, and it is a separate skill. Start organic. Most partners never need ads.

Most partners see the first real results between week 6 and month 3. Some videos will get 200 views. That is normal.

Where to send the people you find

TikTok finds people. What you do with them is your choice, and it should follow what you offer.

Send them to	When it fits	Watch out
The PrimeXBT registration page (your partner link)	Your audience already trades and you are talking about spreads, conditions, leverage or a better platform. The shortest path from view to account.	A brand new account with no trust yet converts badly here. And a bare broker link in a bio can get the link removed or reach cut on TikTok.
A PrimeXBT product or campaign page	You are promoting one specific thing: a bonus, a contest, a copy trading feature, a new asset.	Campaigns end. Update the link when they do.
Your own landing page	You want one page that explains who you are, what you offer and where to start, with your links on it.	Takes an hour to set up. Worth it once you post daily.
The trading school or free course	You are selling education: "here is where I learned this". Beginners who want to understand first.	Slow path. Follow up so they do not stop after lesson one.
Your Telegram channel or group	You post signals, daily analysis or results and want people to see everything and message you.	Sending people straight to another app is the kind of link TikTok likes least. A link page in between is safer.
Your YouTube channel	Your offer needs a longer explanation than TikTok allows.	Only if the long videos exist.
Your WhatsApp	You want a one to one conversation fast, in countries where WhatsApp is the main app.	You answer every message yourself.

Match the landing to the message. If the video compares trading conditions and says "this is the best platform to start", send them to the registration page. If the video says "I made this trade with signals", send them where the signals are. If the video says "here is where I learned", send them to the school. Nothing here has to go through one app. The rule that never changes: no money promises next to any link.

THREE OF THE PLACES THE LINK IN YOUR BIO CAN GO

The gate first: TikTok only shows the Links field after 1,000 followers, or on a Business account. Until then, no link.

OPTION 1

Telegram channel

One tap and they are in your channel, reading everything you post.

A bare t.me link sends people straight to another app. TikTok likes this least.

OPTION 2, OUR ADVICE

Simple link page

A one page website with buttons that match your offer. Looks professional, TikTok is comfortable with it, and the registration page, the school or Telegram sit behind the buttons.

Start from zero, free

Open an account

OPTION 3

WhatsApp number

Fastest route to a real conversation. Good where WhatsApp is the main app.

You answer every message yourself, one by one. No channel to post to.

Match the landing to the message. A bare broker link in the bio can get removed or cut reach. A page in between is safest. A partner targeting experienced traders can send them to the registration page.

Three of the places the link can go. The link page is the safest middle ground on TikTok.

How to create your account, step by step

About 20 minutes. Do it once, properly.

Step 1. Download TikTok. Tap **Profile** in the bottom right, then **Sign up**. Phone number or email.

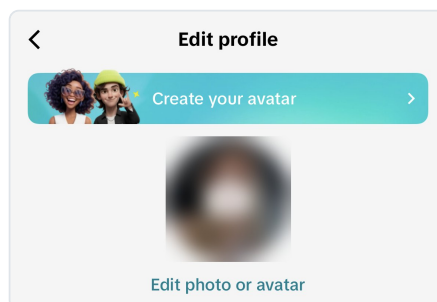
If you choose email, TikTok sends you a code to confirm it.

The sign up screen. Phone number or email.

Step 2. Pick your username. Your name plus one word about what you do: tobytrades, mikelearnstrading. Short, no numbers, no "official". Same name as your other accounts if you can.

The username screen. TikTok tells you straight away if it is free.

Step 3. Profile photo: your face, close up, daylight, looking at the camera. No logo, no sunglasses, no car. In the comments your photo is tiny, and a face is the only thing people recognise at that size.

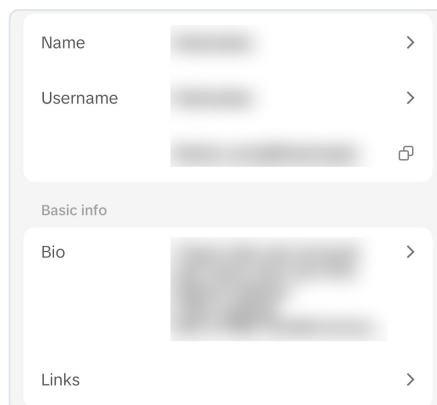


Edit profile. Tap the camera on the photo to change it.

Step 4. Bio, three short lines: what you do, what they get, the honest line.

Learning to trade, posting every day
Free beginner tips, link below
I partner with the platform I use. Trading is high risk.

The bio does not name another app. TikTok does not like profiles that push people off the platform. Say "link below" and let the link do the work.



Name, Username, Bio and Links. Tap Bio and write your three lines.

Step 5. The link. TikTok only gives you the Links field once you have **1,000 followers**, or if you switch to a **Business account** (Step 6). Most partners start without a link and add it the day they pass 1,000. Where it goes is covered in "Where to send the people you find" above. For most new partners that is a link page or your own landing page, with the registration link, Telegram or the school behind it. A partner targeting experienced traders can point it at the registration page directly.

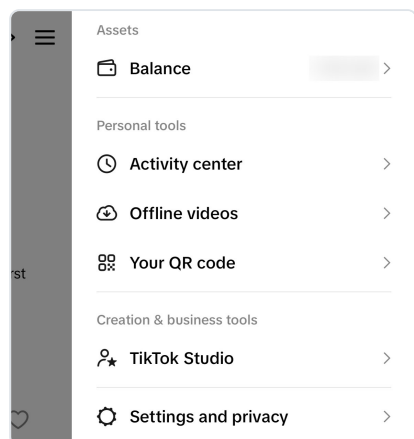


The Links screen. Paste the URL you chose.

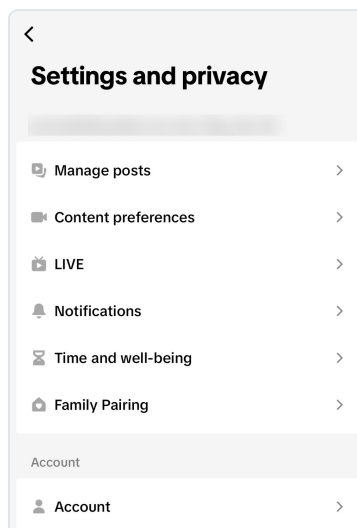
Step 6. Account type. Three lines top right, **Settings and privacy, Account.**

	Personal	Business
Link in bio	After 1,000 followers	From day one
Trending sounds	All	Most are missing
Best for	Your first reach, sounds help a new account	Partners who need the link now

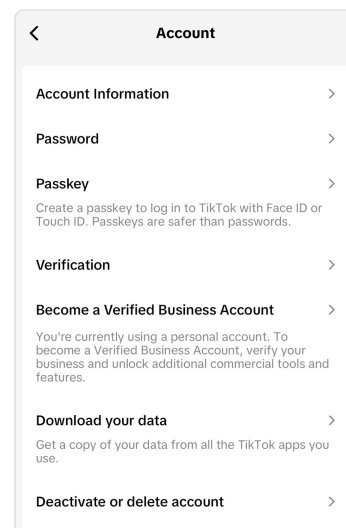
Stay personal until 1,000 followers, then add the link. If you cannot wait, switch to Business and accept losing the sounds. You can switch back in the same place.



The three lines menu on your profile.
Settings and privacy is at the bottom.

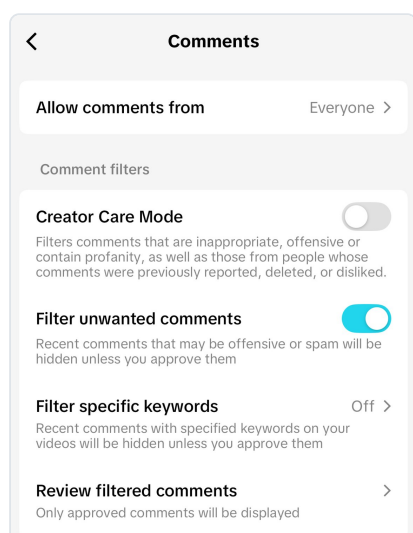


Settings and privacy. Account is in the second group.

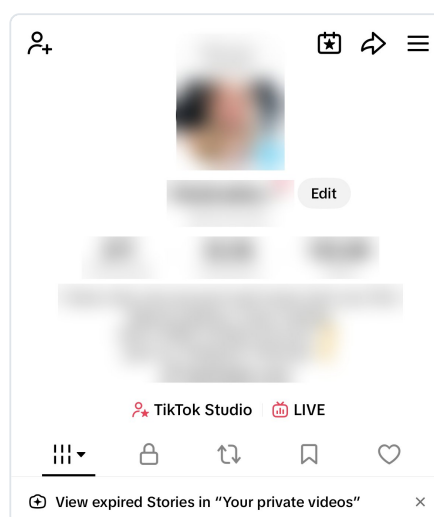


The Account screen shows whether you are personal or Business, and where to switch.

Step 7. Settings and privacy, Privacy, Comments. Turn on **Filter unwanted comments**. Leave comments open to everyone. You want a busy comment section.



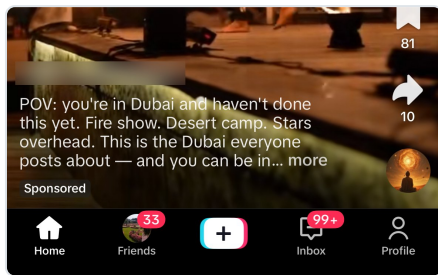
Comment settings. Filter unwanted comments on, comments from everyone.



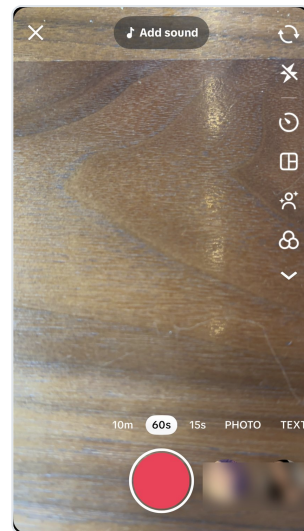
A finished profile: face, name, three line bio, link, then your videos. Details blurred.

How to film a video

Step 1. Inside the TikTok app, no other app needed. Tap + at the bottom. Choose **60s** at the bottom of the camera. You will stop well before that.

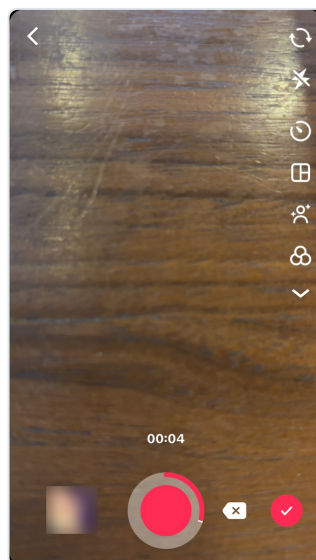


The plus button opens the camera.



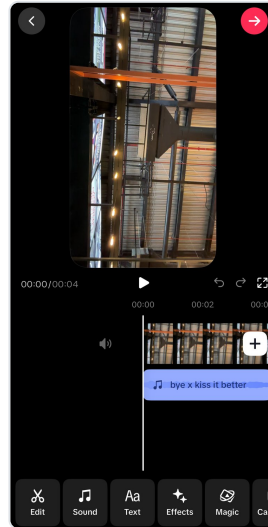
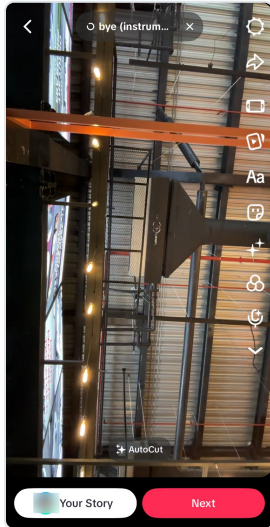
The camera. Length at the bottom, tools on the right, the red button records.

Step 2. Phone vertical at eye level, window in front of you so the light is on your face, tidy background. Look at the lens, not the screen. Press record and say your first line straight away. Press again to stop. Messed up? Tap the **x** and record again.



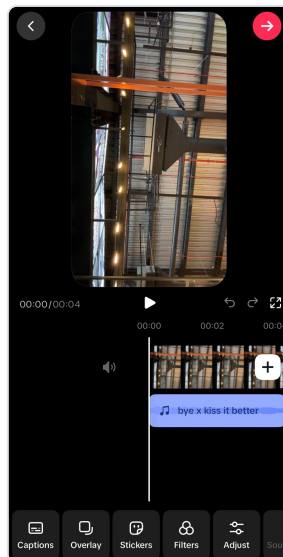
Recording. The x deletes the last clip, the tick finishes.

Step 3. Tap the tick. This is the quick editor. **Swipe up** for the full editor: video on top, timeline under it, tools along the bottom.



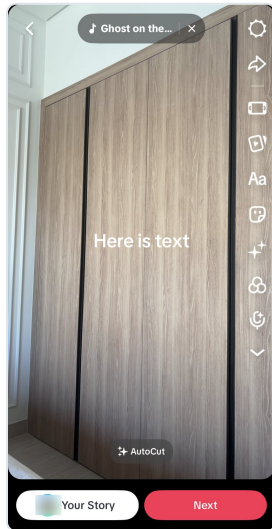
After the tick. Swipe up to edit, or Next to post. The editor. Edit, Sound, Text and Effects along the bottom. Swipe the bar left for Captions.

Step 4. Captions. Swipe the bottom bar left, tap **Captions**. TikTok writes out what you said. Fix any trading word it got wrong. Many people watch with no sound, so captions are not optional.

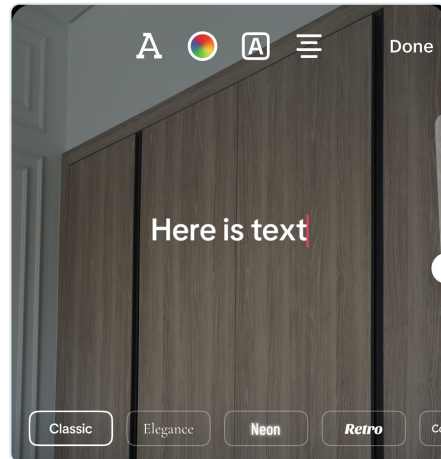


Captions. Tap any word to fix it.

Step 5. Your first line as text on screen. Tap **Text**, type the same line you said, make it big, put it in the middle, show it for the first three seconds.

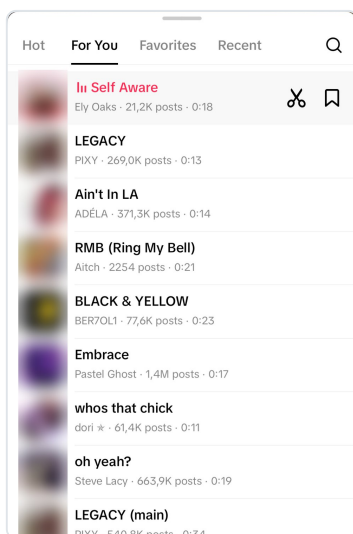


Aa on the right adds text. Your first line goes in the middle of the screen.

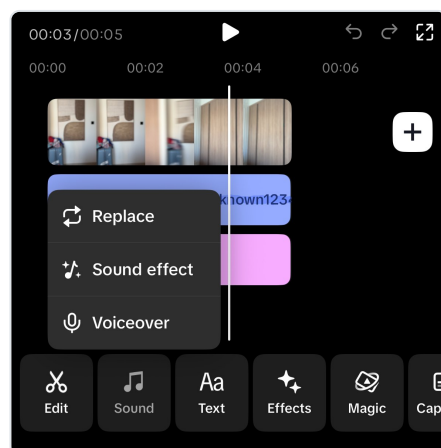


Typing the text. Classic is fine. Tap Done, then drag it to the middle.

Step 6. A sound, quietly. Tap **Sound**, pick something from the Hot list that is on the way up, then turn it down low so your voice is on top. Tap the sound track in the timeline to replace it, add an effect, or record a voiceover.



The sounds list. The number of posts tells you how crowded a sound is.



Tap the sound track in the timeline: Replace, Sound effect, Voiceover.

Step 7. Tap **Next** to post (below).

Pick one audience first

Two audiences on TikTok, and they want different videos.

	People who do not trade yet	People who already trade
Who	Have a job, curious, scared to start	Have an account, know the words
What they want	Motivation. Your life changing because of trading.	Something they recognise. POV, jokes, wins and losses they have felt too.
What stops the scroll	"This could be me"	"That is so me"
Videos that work	Lifestyle, routine, the honest journey from zero	POV, funny, relatable
Best for	Partners who are beginners themselves	Partners who trade daily

Most new partners should pick **people who do not trade yet**. Bigger group, easier to reach, and you do not need to be an expert, only honest about where you are. Pick one and stay with it for 90 days. Mix both and TikTok cannot work out who to show you to.

Lifestyle means your real life, not rented cars and stacks of cash. Inspiration means "I am doing this and so can you", never "I make X a day".

TWO AUDIENCES, TWO KINDS OF VIDEO

AUDIENCE 1, MOST NEW PARTNERS

People who do not trade yet

Have a job, curious, a bit scared. They want to see that a normal person can do this.

LIFESTYLE

"Trading from a coffee shop. Two years ago I was in an office."

Your real day, not rented cars.

JOURNEY

"Month 3 of learning to trade. Here is what changed."

Honest progress, losses included.

INSPIRATION

"I started with zero knowledge. You can too."

"So can you", never "I make X a day".

What makes them stop: "This could be me."

AUDIENCE 2

People who already trade

Have an account, know the words, scroll for something they recognise.

POV

"POV: it is 8am and London opens in 5 minutes."

A moment every trader has lived.

FUNNY

"When you move your stop loss and it hits anyway."

Laugh at the pain, together.

INSPIRATION

"Still here after my worst month. Here is why."

From someone at their level.

What makes them stop: "That is so me."

Pick one and stay with it for 90 days. Mix both and TikTok cannot work out who to show you to.

Two audiences, two kinds of video. Pick one.

The three types of video

Three types, the same on every platform. Mix them: two real life, two results, three tips a week. Never three results in a row.

Type	For non traders	For traders
Your real life	"Trading from a coffee shop today. Two years ago I was in an office."	"POV: it is 8am and London opens in 5 minutes."
Your results or learning	"I lost on this trade. Here is what I got wrong."	"When you move your stop loss and it hits anyway."
Tips for beginners	"What a stop loss actually is, in 20 seconds."	"The one thing I check before every trade."

THE THREE TYPES OF VIDEO

YOUR REAL LIFE 2 per week

No trades today. The plan said wait.

Last line: If you are starting from zero, my Telegram is where I explain everything. Link in bio.

Shows you are a real person. Your desk, your morning, where you are. One line about trading.

RESULTS OR LEARNING 2 per week

Stopped out. Here is what I got wrong.

Last line: I post every trade in my Telegram, win or lose. Link in bio.

Proof that you actually do this. One trade, one screenshot, one lesson. Losses too.

TIPS FOR BEGINNERS 3 per week

What a stop loss actually is, in 20 seconds.

Last line: More beginner tips like this in my Telegram. Link in bio.

Useful, so people share it. One simple thing in plain words. This is what gets you found.

Never three results in a row. That is what every fake account does. Mix the three types across the week.

The three video types side by side.

The first line

The first line is the only part most people will see. Say it out loud and show it as text at the same time. Start in the middle of a thought, no "hey guys". Your face fills the first frame.

First line	Why it works
"I lost money on this trade. Here is why."	A loss is more interesting than a win
"Nobody explains this to beginners."	They want to know what they are missing
"If your chart looks like this, stop."	Makes them check their own screen
"This is the only thing I check before a trade."	One thing feels doable
"Three months in. Here is what I got wrong."	Learning, not teaching
"Watch what happens when I move my stop loss."	Promises something to see
"Do not place a trade until you can answer this."	A test they want to pass
"Your risk is not the money you put in."	Sounds wrong, so they wait for the answer
"The one setting every beginner leaves on."	Curiosity plus a simple fix
"Day 30 of posting what I learn about trading."	A series. People come back

THE FIRST FRAME DECIDES EVERYTHING

WHAT MOST PARTNERS DO

Seconds 0 to 3: a logo, a swoosh, a title card. Nothing has been said yet.

WHAT WORKS

I got the spread wrong for a month

Second 0: already mid sentence, already specific, already a reason to stay.

The viewer is gone before the content starts
A three second intro spends the only three seconds you were given. By the time the logo clears, the swipe has already happened and the video is judged.

Open mid sentence, not at the beginning
Cut the greeting, the setup and the throat clearing. Start on the most interesting clause in the script and let the context arrive a beat later.

Put the hook on screen as text, not only in the audio
Most first views are muted. Large words in the first frame do the job the voice cannot yet do, and they survive the small thumbnail in a feed.

One test before you post: freeze the very first frame. If a stranger cannot tell what the video is about from that single image, the video does not start there yet.

The first frame: face, big text, the line already being said.

The shape of a 30 second video

Part	Seconds	What you say
First line	0 to 3	The hook, spoken and on screen
The problem	3 to 12	Why this matters, what most people do wrong
The answer	12 to 25	The one thing, simply
The last line	25 to 30	Where to go next

A script you can film as it is:

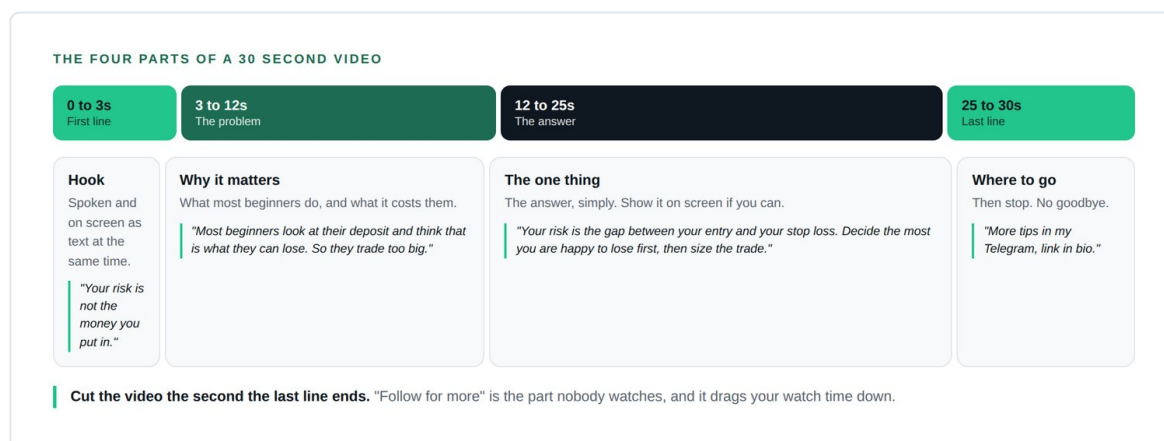
(0:00, text on screen: "Your risk is not the money you put in") Your risk is not the money you put into the trade.

(0:04) Most beginners look at their deposit and think, that is what I can lose. So they trade too big and one bad move wipes them out.

(0:12) Your risk is the gap between where you enter and where your stop loss is. That is the only money on the line.

(0:22) Decide the most you are happy to lose first. Put the stop where the idea is wrong. Let those two things tell you how big the trade is.

(0:28) More beginner tips in the link in my bio.



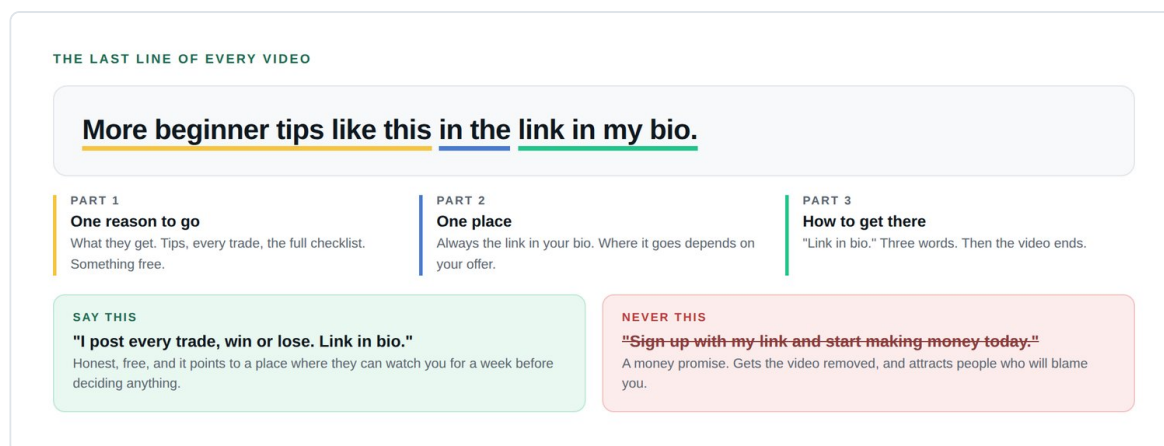
The four parts of a 30 second video.

The last line

One line at the end of every video, always pointing to the same place: the link in your bio. Never "make money", never a promise. Naming where the link goes ("my Telegram", "the free course") now and then is fine, but do not make every video a push to another app.

Last line	After
"More beginner tips like this in the link in my bio."	A tip
"I post every trade, win or lose. Link in bio."	A result
"If you are starting from zero, the free course is in the link in my bio."	A real life video
"Ask me anything, link in bio."	When the comments are full of questions
"Trading conditions I use are in the link in my bio."	After a video comparing platforms, for an audience that already trades

Say it fast, then stop. The video ends the second the line ends.

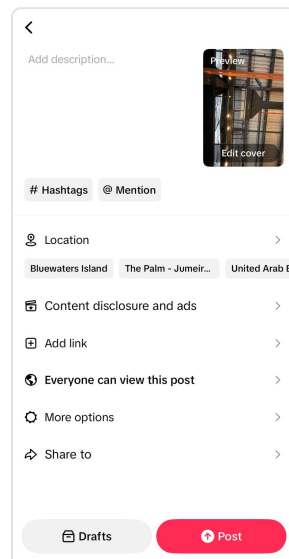


The last line: one place, one reason, no selling.

How to post

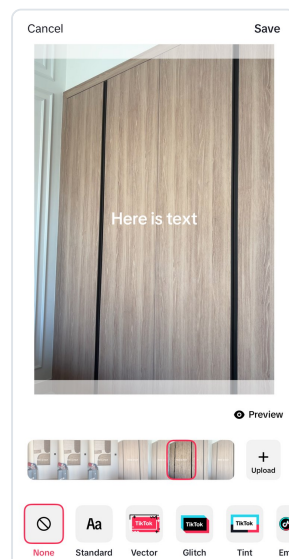
Step 1. The caption. One sentence that adds something, one question people can answer in a few words, one call to action: "This is the mistake I made for two months. What would you have done at the second candle? Beginner tips in the link in my bio." Many people read the caption without watching to the end, so the call to action goes here too.

Step 2. 4 to 6 hashtags at the end, not 30: one big topic (#trading), two for your niche (#forextrading), one for this video (#stoploss), one for who it is for (#tradingforbeginners).



The posting screen. Description at the top, Hashtags under it, Edit cover on the preview, Post at the bottom.

Step 3. Tap **Edit cover** and pick a frame where your face is clear and the text readable. This is your profile grid.

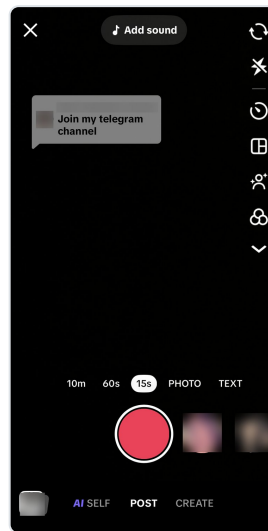
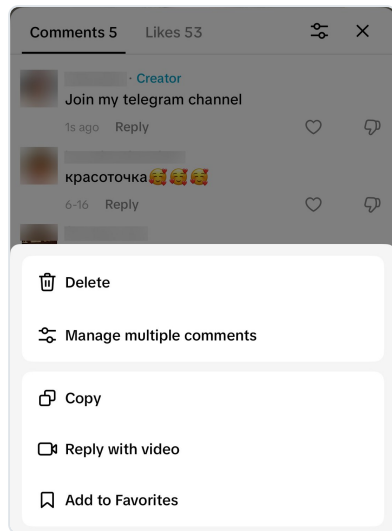


Edit cover. Slide to a frame with your face and the text visible, then Save.

Step 4. Check comments are on. Tap **Post**. Then write the first comment yourself, pointing to your link: "The full beginner checklist is in the link in my bio."

The first hour after posting

Reply to every comment with a real answer. A busy comment section keeps the video in testing longer. When a question deserves it, hold the comment and **Reply with video**: the question appears on screen as your first line, for free. Write down the best question, that is tomorrow's video. Do not check the view count every ten minutes; views often sit low for a day and then move.



Hold a comment and choose Reply with video. The camera opens with the comment stuck on screen.

When someone asks a real question, answer in public, then add: "Message me and I will send you the full thing."

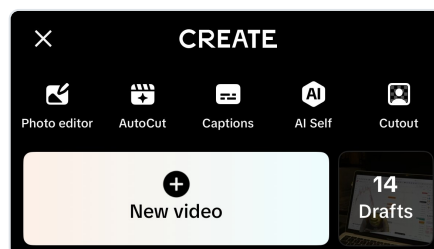
When someone messages you on TikTok

Two rules. **Do not send links in TikTok messages.** TikTok watches for accounts that keep sending people off the app and can limit or lock them. **Let them make the move:** "Happy to help. Everything is in the link in my bio. If you want to talk, message me there." They tap the link and continue where you chose to land them. You sent nothing.

Film a week in one session

Nobody films every day from scratch. Film seven videos on Sunday, post one a day.

1. Write seven first lines from the table. Only the first line and the answer.
2. Set up once: phone at eye level, window in front. Do not touch it again.
3. Film all seven, one take each. Change your top after video three.
4. Captions and text that evening. Fix the trading words.
5. Tap **Drafts**, not Post. Post one a day with a fresh caption.

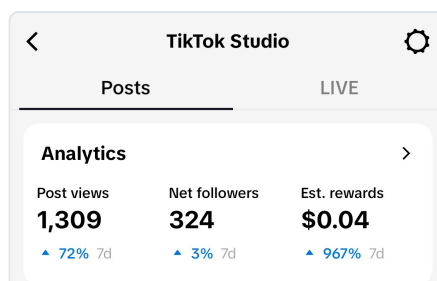


The Create screen. Drafts sits next to New video.

Once a week, three numbers

Not every day. At the start the numbers are too small to mean anything, and checking them makes people quit in week three. Once a week, open **TikTok Studio** and look at three things:

Number	If it is low	Fix
Watched full video	Too long, or the answer comes too late	Cut 5 seconds, say the answer sooner
Profile views	The videos do not make people curious about you	Show your face more, end with the last line every time
Link clicks	The bio or the link is the problem	Rewrite the three line bio, check the link works



TikTok Studio. The Analytics card shows the last 7 days. Tap it for profile views and link clicks.

What you are allowed to say

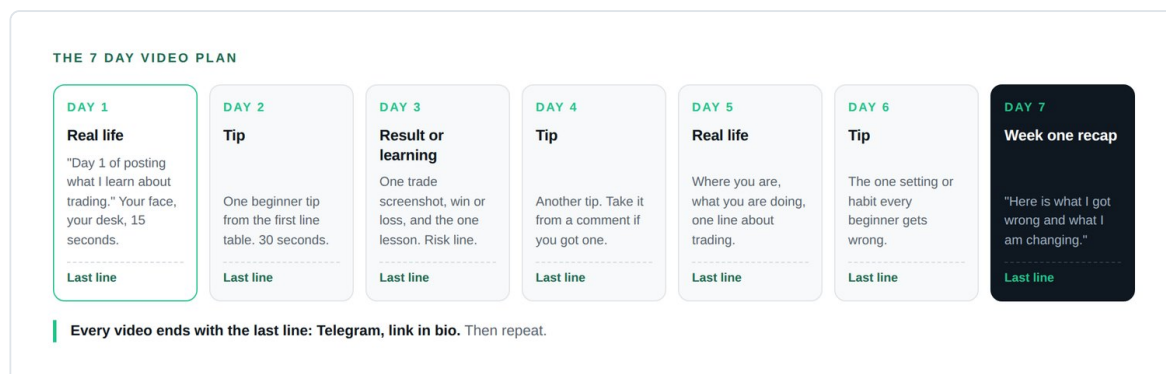
TikTok is strict with trading content. Accounts that show big profits, flash cash or promise results get videos removed and often the account banned, with no warning.

Say this	Never
"Here is what I am learning"	"Here is how to make money"
"This trade hit target. Here is why I took it."	"Easy money", "guaranteed", "free money"
"I lost on this one"	Only ever showing wins
"Trading is high risk and most people lose money"	"Risk free", "no risk", "safe"
"I partner with the platform I use"	Hiding that you are a partner
"Link in bio"	The platform name or a signup link in the video
Your own small honest screenshots	Someone else's results, stacks of cash, luxury

Your 7 day plan

Film all seven on day one. Post one a day, plus one story. Then repeat.

Day	Type	What
1	Real life	"Day 1 of posting what I learn about trading." Your face, your desk, 15 seconds.
2	Tip	One beginner tip from the first line table.
3	Result or learning	One trade, win or loss, one lesson. Risk line.
4	Tip	Another tip. Take it from a comment if you got one.
5	Real life	Where you are, one line about trading.
6	Tip	The one setting or habit every beginner gets wrong.
7	Result or learning	"Week one. Here is what I got wrong and what I am changing."



The 7 day rhythm: two real life, two results, three tips.

Post stories too

TikTok stories disappear after 24 hours and show at the top of the feed for your followers. They do not bring new people, they keep the people you have warm. One or two a day: your desk, your chart, a poll. Replies land in your inbox.

Top tips for TikTok affiliate marketing

TikTok is saturated with content. To succeed as a partner you have to stand out from thousands of other creators. These are the ways that work.

- 1. Build your own brand.** A face people recognise separates you from the thousands of other trading accounts. Put your face in most videos. A face with a name builds trust, and trust is what converts.
- 2. Stay in your niche.** Trading is wide. Pick the corner you know and serve it: day trading, learning from zero, gold, crypto. A dedicated audience in one niche beats a scattered audience across five. And pick one audience, non traders or traders, and stay with it for 90 days.
- 3. Place your link where they can reach it, and give them a reason.** The call to action is the whole business. Link in bio, the last line in every video, the same line in the caption and in your pinned comment. Then give them something they only get by tapping: the checklist, the conditions, the school, the channel.
- 4. Use hashtags wisely.** 4 to 6 per video: #trading, #forex or #crypto, one for the topic, one for who it is for, and #fyp can help. Hashtags help TikTok understand the video. They do not make a weak video work.
- 5. Use trending sounds and captions with the words people search.** TikTok is a search engine for its users. Say the thing they would type.
- 6. Post every day, even a bad one.** A 15 second video of your desk with one sentence counts. The gap kills the account, not the boring video.
- 7. Show losses and say the risk line.** One losing trade a week makes every win believable. TikTok removes money promises. Honest is also what converts.
- 8. Measure and optimise.** Once a week, three numbers: watched full video, profile views, link clicks. Try different styles: talking to camera, text over a sound, a voiceover on a chart. Keep what works. Change one thing per week.

Do this, not that

Do this	Not that
Post every day, even a 15 second desk video	Leave a gap
One audience for 90 days	Both audiences, so TikTok shows you to nobody
Your face in most videos	A chart with a voice over
20 to 40 seconds, stop when the answer lands	90 seconds and "follow for more"
First line spoken and on screen	"Hey guys, so today..."
Same last line every time, and in the caption	No next step
"Link in bio"	Naming another app in every video
Watch your video with the sound off before posting	Post and hope people have sound on
Show losses, small honest results, the risk line	Cash, big profit screenshots, "I made X today"
Reply for an hour after posting	Ignore the comments, where half your leads sit
Tell them where the link is in messages	Send links in TikTok messages
Match the landing to the message	Send a beginner audience straight to a registration page
Start with a tip	Make your first video "who I am"
Judge the account after 60 videos	Quit at week four

Key takeaways

- TikTok is the fastest free way to reach people who do not know you. Over 1.5 billion monthly users, close to an hour a day each, no followers needed.
- TikTok catches attention. Where you send it depends on your offer: registration page for traders, a campaign page, your landing page, the school, Telegram, YouTube.
- Watch time is the only number that matters at the start. Short, the interesting thing first, stop when it is said.
- The link needs 1,000 followers or a Business account. Decide on purpose.
- Pick one audience and one niche. Three types of video: real life, results or learning, tips.
- The first line is spoken and on screen. The last line is always the same: link in bio.
- Build your brand, stay in your niche, place your link, use hashtags wisely, measure and optimise.
- TikTok bans money talk. Small honest results, losses included, the risk line.
- Post every day and judge after 60 videos.

Figures: TikTok reported 1.5 billion+ monthly active users (2024) and availability in 150+ countries; time spent per user is around 55 minutes a day (Sensor Tower and data.ai, 2023 to 2024).

Before your first video

- ☐ **Account set up.** Your name in the username, face photo, three line bio.
- ☐ **Decided where the link goes.** Link page set up if you chose it.
- ☐ **Personal or Business, on purpose.** Personal until 1,000 followers is our advice.
- ☐ **Spam filter on, comments open.**
- ☐ **One audience, written down.**
- ☐ **Seven first lines written.** Then film all seven, save as drafts, post one a day.

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