

TIKTOK CONTENT PLANNER

30 Ethical Content Ideas for Beginner Affiliate Marketers

(No hype · No income claims · Trust first)

This planner is designed so beginners:

Never run out of ideas

Don't copy scammy scripts

Build trust before links

Stay compliant and calm

HOW TO USE THIS PLANNER

Post 3–5 times per week

Rotate content types

No pressure to sell

Links are optional, not the goal

TikTok rewards clarity and consistency, not hype.

CONTENT PILLAR 1: EDUCATION (10 IDEAS)

“What affiliate marketing actually is (in plain English)”

“Why posting links doesn't equal income”

“What beginners really need to start online”

“Affiliate marketing mistakes I see every day”

“Why trust matters more than traffic”

“What a legitimate affiliate product looks like”

“Why TikTok is not your business”

“How affiliate links actually track sales”

“Why most beginners quit (and how to avoid it)”

“What I wish I’d known before starting”

CONTENT PILLAR 2: EXPERIENCE / JOURNEY (6 IDEAS)

“What I’m building and why”

“What I decided NOT to promote (and why)”

“How I choose affiliate products”

“What surprised me about affiliate marketing”

“Mistakes I made so you don’t have to”

“How I organise my affiliate business”

Journey content builds connection, not pressure.

CONTENT PILLAR 3: CLARITY & SAFETY (6 IDEAS)

“Red flags to watch for in affiliate programmes”

“Why guaranteed income claims are dangerous”

“What ethical affiliate marketing looks like”

“Why I won’t promote certain products”

“Who affiliate marketing is NOT for”

“How beginners get misled online”

CONTENT PILLAR 4: SOFT RECOMMENDATIONS (5 IDEAS)

These are optional and should feel natural.

“A tool I use and why”

“Why this product fits beginners”

“Who this product is for (and not for)”

“How I personally use this”

“Common questions about this product”

Always disclose: “This is an affiliate link.”

CONTENT PILLAR 5: BUSINESS BASICS (3 IDEAS)

“Why you need to track income from day one”

“Affiliate marketing as a real business”

“What building something sustainable looks like”

SIMPLE POSTING STRUCTURE (Beginner-Friendly)

Each video can follow this format:

Calm hook (no shouting)

Clear explanation

Helpful takeaway

Optional mention of link

Example CTA:

“If it helps, I’ve left more info in my bio.”

WHAT TO AVOID ON TIKTOK (IMPORTANT)

❌ Income screenshots

❌ “Link in bio to start earning”

❌ Copy-paste viral scripts

❌ Pressure selling

❌ False urgency

If it feels uncomfortable to post — don’t post it.

WEEKLY POSTING EXAMPLE

Mon: Education

Wed: Journey

Fri: Clarity

Sat/Sun (optional): Soft recommendation

Consistency beats volume.

Fact: 1 Viral video can outstrip 5-10 poor, mediocre videos.