

Team Be The Reason Affiliate Guide

Welcome to the Movement.

If you're reading this, it means you're ready to do more than just wear the message you're ready to lead with it.

The *Be The Reason Affiliate Program* is your opportunity to partner with a purpose-driven brand, create content that moves people, and earn a 25% commission doing it.

This guide will walk you through everything you need to get started and succeed.

STEP 1: JOIN THE AFFILIATE PROGRAM ON TIKTOK SHOP

Here's how to sign up:

1. Go to <https://business.tiktokshop.com/us/affiliate>
 2. Sign in with your TikTok account
 3. Register as an affiliate (select "Creator/Influencer")
 4. Complete your profile (bio, links, and payout info)
 5. Search for "Be The Reason" in the Shop Affiliate Center
 6. Click "Apply to Affiliate" and wait for approval (we're fast!)
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STEP 2: ADD OUR PRODUCTS TO YOUR SHOWCASE

Once approved:

1. Head to your TikTok Shop dashboard
2. Search for our products: **Be The Reason OG**, **Team Colors Edition**, etc.
3. Click "Add to My Showcase"

Now, when you post about us, your viewers can click and buy directly from your content and you get 25% commission for every sale.

STEP 3: READ THE CONTENT BRIEF

We're not looking for generic. We're looking for real.

Here's what hits for our brand:

- Real stories
- Personal accountability
- The daily grind
- Overcoming doubt
- Mindset shifts
- Motivation without fluff

We want you to answer these questions on camera:

1. What does "Be The Reason" mean to you?
2. Why did YOU choose to be the reason for your success?

Video Styles That Work:

- Talking straight to camera (raw & real)
- Unboxing & first impression
- Gym sessions or morning routines with voiceovers
- Day-in-the-life (highlighting the bracelet and the mindset)

Do:

- Show the bracelet
- Mention that it's reversible, comfortable and stretchy
- Mention the daily quote feature via NFC tap
- Mention the Smartphone Compatibility
- Be personal, not salesy
- Use captions or subtitles

Don't:

- Use generic hype phrases
- Over-edit
- Pitch like a commercial

STEP 4: POST YOUR CONTENT & TAG US

When your content is live:

1. Tag @btrbracelets on TikTok
2. Use hashtags: #BeTheReason #DailyDiscipline #MindsetGear #athletesoftiktok #entrepreneurmindset
3. Mention that it's available in your TikTok Shop or click the "Orange basket" to buy now

We'll be watching and reposting our favorite creators.

STEP 5: GET PAID

You earn **25% commission** on every bracelet sold through your showcase. Payouts are handled directly through TikTok's affiliate system.

Track your performance in your dashboard. Level up your content. Keep telling your story.

Note: Posting multiple videos will give you a better chance to make more money.

Final Word

This isn't just about sales. It's about spreading a message. You are now part of a movement that pushes people to take control of their lives and Be The Reason for their own success!

Show up. Share your truth. Lead from the front.

You Are The Reason!

For questions, brand assets, or repost opportunities, reach out to: btrbracelets@gmail.com