

# See sample creator comms

Hi [Creator],

We have some exciting news to share! [Merchant's] products are now available for you to tag in your YouTube content as part of the [YouTube Shopping affiliate program](#). This program allows you to earn commission from sales driven by products you feature in your videos and Shorts. You will not only earn from product sales, but increase the likelihood of your content showing up in relevant places across YouTube -- increasing your overall earnings potential. During a pilot, creators who tagged Shorts with relevant products saw up to an 8% increase in views on average.

**Ready to start tagging products?** Simply [confirm](#) you're eligible, then [click here to join](#) and start tagging!

**Want to know more?** Check out this [video](#) for an overview of YouTube Shopping.

## **Get the most out of the YouTube Shopping affiliate program:**

- Tag relevant products in past videos to grow your earnings now. For new videos, check if the product you want to feature in your content is available for commission.
- Find best practices -- like letting fans know they can shop your content by calling out the shopping button in the lower-left corner of your video -- in our [Creator Starter Pack](#).
- Need inspiration? Check out [content](#) from other creators in the program.

You can also learn more on YouTube's [Creator Channel](#) and [Help Center](#). Please reach out if you have any questions.

Best, [Merchant]