



# AFFILIATE OFFER EVALUATION CHECKLIST

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Rate each offer from 1 (Poor) to 5 (Excellent).

Total your score at the bottom.

**1. Relevance to My Audience** - Does the offer solve a real, urgent problem that my specific audience is actively trying to fix right now?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**2. Matches My Core Philosophy** - Is this a product or service I would feel proud to promote because it aligns with how I teach, think, or lead?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**3. Clear, Specific Promise** - Does the offer communicate a tangible, desirable outcome that my audience already understands and wants?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**4. Sales Page Trust Factor** - Is the sales page clean, modern, believable, and built to convert - or does it look outdated, vague, or hype-y?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**5. Personal Experience or Belief** - Have I used this product, or do I know and trust the creator enough to stand behind it confidently?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**6. Commission Structure** - Does the affiliate program offer a worthwhile commission (recurring or high-ticket), and is it worth the effort to promote?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**7. Ease of Promotion** - Can I easily integrate this into my current content, email sequences, or offers without forcing it or confusing my audience?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**8. Quality of the Product** - Is the product actually helpful, valuable, and well put together - or will it hurt my credibility if people buy it?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**9. Delivery + Support** - Will buyers have a positive experience, including onboarding, support, and results - or will they feel lost after buying?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**10. Timing and Context** - Is this the right time for this offer based on my current message, audience needs, and the season of my business?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**TOTAL SCORE: \_\_\_\_\_ / 50**

40-50: Strong fit

30-39: Tweak your angle

20-29: Low priority

Below 20: Skip it