



# **AFFILIATE OFFER EVALUATION COMPANION GUIDE**

## **Why This Guide Exists**

In affiliate marketing, the wrong offer doesn't just waste your time — it can cost you your credibility.

You don't need a huge list, complex funnels, or flashy videos to make money.

What you need is trust.

And that means only recommending offers that:

- Solve real, current problems
- Align with how you serve
- Are easy to promote naturally

This guide breaks down the 10-question checklist you downloaded, so you can use it confidently and consistently.

Let's get to it.



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## ✓ How to Use This Guide

Rate each offer you're considering from 1 (poor) to 5 (excellent) for each question on your checklist.

Scoring Guide:

- 40–50: 🔥 Strong fit. Promote it.
- 30–39: ✓ Might work with a strong angle or lead-in.
- 20–29: ⚠️ Use caution — consider other options.
- Below 20: 🚫 Don't promote. It's not worth the risk.

## The 10 Questions Explained

### 1. Relevance to My Audience

*“Does this solve a real, urgent problem that my audience is actively trying to fix?”*

Even amazing products flop if they don't feel relevant. You want people to think, *“Yes! This is exactly what I've been needing.”*

● Why it matters: Relevance = resonance. Irrelevance = silence.

● Filter for: Urgent problems, not just interesting ideas.

● Ask yourself: Would my ideal subscriber say, “This was made for me”?



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### **2. Matches My Core Philosophy**

*“Does this reflect how I teach, serve, and show up?”*

Your brand is more than a logo. It’s how you help people, what you believe in, and how you solve problems.

If the offer contradicts any of that, even subtly, your audience will feel the misalignment.

- Why it matters: Trust is built on consistency.
- Ask yourself: Would I be proud to share this publicly?

### **3. Clear, Specific Promise**

*“Is the result obvious and desirable?”*

People don’t buy features — they buy outcomes.

If you can’t explain what someone gets in one sentence, the offer is probably too vague to convert well.

- Why it matters: Specificity drives action.
- Ask yourself: Can I describe the transformation in one line?



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### **4. Sales Page Trust Factor**

*“Would I buy from this page?”*

If the landing page looks hype-y, outdated, or hard to follow, your audience will associate that with you — even if the product is good.

- Why it matters: A bad page kills a great email.

- Ask yourself: Would I personally buy from this page if I didn't know the creator?

### **5. Personal Experience or Belief**

*“Have I used this, or do I believe in it strongly enough to stand behind it?”*

You don't have to be a user of every product — but you do need to believe in its value.

If you wouldn't recommend it to someone you care about, skip it.

- Why it matters: Your referral carries weight.

- Ask yourself: Would I feel great if a reader thanked me for recommending this?



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### 6. Commission Structure

*“Is the commission worth the effort it takes to promote?”*

A good offer pays you fairly for your time and energy.

It doesn't have to be high-ticket — but it should either be recurring, scalable, or simple to convert.

- Why it matters: You're running a business, not a charity.
- Ask yourself: Can this offer generate income without eating all my time?

### 7. Ease of Promotion

*“Can I promote this naturally through my content or emails?”*

If you have to twist your story to include the product, it probably doesn't belong.

The best offers fit into what you're already doing.

- Why it matters: Forced promos feel awkward. Natural ones feel helpful.
- Ask yourself: Can I talk about this like a friend sharing something useful?



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### **8. Quality of the Product**

*“Is this actually helpful, well-made, and worth the price?”*

If the product is low-quality or overpromises, it doesn't matter how good your marketing is — your reputation takes the hit.

- Why it matters: One bad promo can cost you future trust.
- Ask yourself: Would I be proud to stand behind this — even if someone asked me tough questions about it?

### **9. Delivery + Support**

*“What happens after someone buys?”*

If your referrals feel abandoned after purchase, they won't just be disappointed — they'll lose trust in you.

Make sure the seller has good onboarding, support, and communication.

- Why it matters: The sale isn't the end of your responsibility.
- Ask yourself: Will my people feel guided and taken care of after buying?



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### 10. Timing and Context

*“Is this the right offer right now based on what my audience is thinking about?”*

Even great offers flop when timing is off.

Make sure what you’re promoting aligns with what your list is thinking about and working on today.

- Why it matters: Right offer + wrong time = lost opportunity.
- Ask yourself: Does this help my audience take the next step in their current journey?

### Final Thought

You’re not just recommending products.

You’re curating trust.

Every time you promote something, you’re saying:

*“I believe this is worth your time, money, and attention.”*

Let that mean something.

Use this guide every time you consider a new affiliate offer.

Your audience will thank you — and your income will reflect it.