

# Affiliate Product Selection Checklist

Choose affiliate products with more confidence, protect your reputation, and avoid wasting time promoting offers that were never a good fit in the first place.

This printable checklist turns the **Affiliate Product Selection Framework** into a quick decision tool. Use it before writing a review, comparison, roundup, or resource page.

## How to Use This Checklist

- Print one copy for each product or affiliate programme you are considering.
- Tick each item honestly.
- Add notes where needed.
- If a product scores poorly on relevance, quality, or trust, do not promote it just because the commission looks good.

## Quick Product Snapshot

**Product / Programme Name:**

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**Brand / Vendor:**

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**Category / Niche:**

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**Affiliate Network or Direct Programme:**

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**Commission Structure:**

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**Cookie Duration:**

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**Date Reviewed:**

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## 1) Audience Fit

Tick every box that is clearly true.

- This product solves a real problem my audience already has.
- This product fits the stage my audience is at (beginner, intermediate, advanced).
- The price point is realistic for my audience.
- I can explain exactly who this product is best for.
- I can explain who should **not** buy this product.
- The product matches the themes of my site, emails, and content.
- I can naturally link to this product from an existing or planned article.

**Audience fit notes:**

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## 2) Product Quality and Brand Trust

- I would feel comfortable recommending this to a friend.
- The product appears reliable and genuinely useful.
- Customer reviews are mostly positive and believable.
- I have tested it myself, trialled it, or reviewed trusted user feedback.
- The product page is clear, professional, and not full of exaggerated promises.
- The brand has a decent reputation in its market.
- I do not see major red flags such as complaints about refunds, poor quality, or misleading claims.

**Quality notes:**

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## 3) Demand and Search Opportunity

- People are clearly searching for this type of product.
- There are buyer-intent keywords I can target, such as review, best, alternatives, or vs.
- Search results suggest there is room for useful affiliate content, not just giant retailers.
- The product or category is not obviously fading or obsolete.
- There is social proof such as reviews, testimonials, discussions, or community mentions.
- I can think of at least 2-3 content ideas around this offer.

**Demand / SEO notes:**

## 4) Commission and Commercial Viability

- The commission rate is fair for the effort required to promote it.
- The product price gives me realistic earning potential.
- The cookie duration is acceptable.
- The vendor has a commission structure I actually understand.
- The product is likely to convert for my type of audience.
- Refund risk appears manageable.
- This offer could be part of a broader content cluster or funnel, not just a one-off mention.

### Commercial notes:

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## 5) Competition and Positioning

- I can add a useful angle or personal insight others may not have.
- The search results are not completely dominated by huge sites I cannot realistically compete with yet.
- I can target a narrower version of the topic if needed.
- I know whether this works best as a review, comparison, roundup, tutorial, or resource page.
- I can write something genuinely better, clearer, or more helpful than the current top results.

### Positioning notes:

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## 6) Vendor Reliability and Affiliate Support

- The vendor looks stable and legitimate.
- The affiliate terms are clear.
- The brand appears to pay affiliates reliably.
- The vendor provides useful support, assets, or contact information.
- I would be comfortable sending my readers to this company.
- I am not seeing repeated complaints from affiliates or customers.

### Vendor notes:

## Red Flag Check

If you tick any of these, pause before promoting the offer.

- The commission is the only thing that looks attractive.
- I would struggle to explain why this is the best choice for my audience.
- Reviews are weak, fake-looking, or full of complaints.
- The product feels hype-driven rather than genuinely useful.
- I would not personally buy it or recommend it to someone I know.
- The company or sales page feels untrustworthy.
- I am choosing it just because another affiliate is making noise about it.

## Quick Scoring Sheet

Give each area a score from 1 to 5.

- **Audience Fit:** \_\_\_\_\_ / 5
- **Quality and Trust:** \_\_\_\_\_ / 5
- **Demand and SEO Opportunity:** \_\_\_\_\_ / 5
- **Commercial Viability:** \_\_\_\_\_ / 5
- **Competition and Positioning:** \_\_\_\_\_ / 5
- **Vendor Reliability:** \_\_\_\_\_ / 5

**Total Score:** \_\_\_\_\_ / 30

## Decision Guide

- **24-30:** Strong candidate. Worth building content around.
- **20-23:** Promising, but review weaknesses before going all in.
- **15-19:** Risky. Only promote if you have a clear reason and a better angle.
- **Below 15:** Skip it and move on.

## Final Decision

- Promote it now
- Test it on one page first
- Reassess later
- Skip it

**Why this is my decision:**

## **Best Content Angle for This Offer**

- Review
- Comparison
- Best of roundup
- Tutorial
- Resource page
- Email recommendation
- Bonus inside a lead magnet funnel

**Planned article / video title:**

## **Final Reminder**

The best affiliate products are not always the ones with the biggest commissions. They are the ones your audience actually wants, can trust, and is ready to buy.