

# The Ultimate Affiliate Product Validation Worksheet

## Instructions

Use this worksheet to thoroughly evaluate potential affiliate products before investing your time and energy promoting them. Complete each section step-by-step, scoring your potential product against each criterion.

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## STEP 1: PROBLEM-SOLUTION ALIGNMENT

### 1A. Audience Problem Profile

**Top 3 Immediate Challenges My Audience Faces:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Ultimate Goal of My Audience:**

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**Biggest Fears and Objections My Audience Has:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### 1B. Product Scoring

Score your product against this profile (circle the appropriate score):

**Does the product directly address one of the top 3 challenges?**

- Yes, completely (5 points)
- Yes, partially (3 points)
- Not really (0 points)

**Does the product move them closer to their ultimate goal?**

- Yes, significantly (3 points)
- Yes, somewhat (1 point)

- Not at all (0 points)

**Does the product address their fears and objections?**

- Yes, thoroughly (2 points)
- Yes, partially (1 point)
- No (0 points)

**TOTAL SCORE** \_\_\_\_/10

**Minimum passing score is 7/10**

Did your product pass? ☐ Yes ☐ No

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**STEP 2: THE TRUST TEST**

**2A. Product Experience Documentation**

**Date you purchased the product:** \_\_\_\_\_

**Time spent using the product:** \_\_\_\_\_

**Your results from using the product:**

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**Strongest aspects of the product:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**Weakest aspects of the product:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**2B. Ideal Customer Profile**

**This product is PERFECT for:**

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**This product is NOT for:**

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## 2C. Reality Check

Actual time investment needed to see results: \_\_\_\_\_

Actual skill level needed: \_\_\_\_\_

Actual cost (including upsells and additional tools): \_\_\_\_\_

Would I genuinely recommend this to a close friend or family member?

- ☐ Yes, enthusiastically
- ☐ Yes, with some reservations
- ☐ No

Did the product pass the Trust Test? ☐ Yes ☐ No

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## STEP 3: CUSTOMER JOURNEY MAPPING

### 3A. 30-Day Customer Journey Map

#### Day 1: Initial Access and Setup

- What will customers experience? \_\_\_\_\_
- Potential challenges: \_\_\_\_\_
- How can you help them overcome these? \_\_\_\_\_

#### Week 1: First Achievements

- What early wins can they expect? \_\_\_\_\_
- Potential roadblocks: \_\_\_\_\_
- Your advice to overcome these: \_\_\_\_\_

#### Weeks 2-3: Progress Milestones

- Key milestones they should hit: \_\_\_\_\_
- Common obstacles at this stage: \_\_\_\_\_
- Your recommendations: \_\_\_\_\_

#### Week 4: Expected Results

- Realistic results they should see: \_\_\_\_\_
- What if they don't see these results? \_\_\_\_\_
- Next steps you recommend: \_\_\_\_\_

Is the customer journey clear and achievable? ☐ Yes ☐ No

STEP 4: COMPETITION ANALYSIS MATRIX

4A. Identify Top 3 Competing Products

1.
2.
3.

4B. Comparison Matrix

Criteria	Your Product	Competitor 1	Competitor 2	Competitor 3
Price				
Time to first result				
Support quality				
Unique advantages				
Target audience				
Success rate				

4C. Competitive Advantage Analysis

Your product's primary advantages:

1.
2.
3.

Your product's primary disadvantages:

1.
2.
3.

Does your product have a clear competitive advantage? ☐ Yes ☐ No

STEP 5: POSITIONING FRAMEWORK

5A. Primary Problem Statement

Complete this formula:

"This product helps [target audience] who struggle with [specific problem] by providing [unique solution]"

Your statement:

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## 5B. Key Differentiators

Fastest way to achieve:

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Unique approach to:

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Superior support for:

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## 5C. Proof Points

Your personal results:

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Case studies/testimonials to highlight:

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Concrete examples to share:

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## FINAL VALIDATION DECISION

**Step 1: Problem-Solution Alignment** ☐ Pass ☐ Fail

**Step 2: Trust Test** ☐ Pass ☐ Fail

**Step 3: Customer Journey** ☐ Pass ☐ Fail

**Step 4: Competition Analysis** ☐ Pass ☐ Fail

**Step 5: Positioning Framework** ☐ Pass ☐ Fail

**OVERALL DECISION:** ☐ Promote ☐ Don't Promote ☐ Revise

Notes on final decision:

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## PROMOTION PLANNING (If you decide to promote)

**Primary content pieces to create:**

1. 

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2. 

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3. 

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**Key angles to emphasize:**

1. 

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2. 

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3. 

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**Bonuses or additional value you can offer:**

1. 

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  2. 

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