

# Affiliate Offer Mini-Check

Pause before promoting. Record what you know, what you verified and what remains unanswered.

## Real product or service

What does the customer receive apart from the referral opportunity?

## Owner and contact

Can you identify who operates the offer and how customers receive help?

## Complete cost

List entry, recurring, upgrade, tool and advertising costs you can verify.

## Claims and proof

Which important statements have reliable support?

## Audience fit

Why would this offer be useful to your actual audience?

## Final decision

Promote, test carefully, research more or pass? Explain why.

### BEGINNER NOTE

A payment processor, attractive page or excited promoter does not prove that an offer is right for you. Unanswered questions are information.