



Digital Scratch-Off Profits

Checklist for Choosing an Affiliate Offer

1. Product & Market Fit

- ☐ Does the product solve a real problem or fulfill a strong desire?
- ☐ Is there proven demand for this type of product in the market?
- ☐ Is the product priced competitively for its niche?
- ☐ Does the product have good reviews and social proof?
- ☐ Is the target audience clearly defined and reachable?

2. Commission Structure & Earnings Potential

- ☐ Does the offer provide a good commission rate (e.g., 40%+ for digital, 5%+ for physical)?
- ☐ Are there upsells, cross-sells, or recurring commissions for higher earnings?
- ☐ Is the payout threshold reasonable, and do they pay on time?
- ☐ Are multiple payment options available (PayPal, bank transfer, crypto, etc.)?
- ☐ Are any coupons, performance bonuses or incentives available?

3. Affiliate Support & Resources

- ☐ Does the offer provide promotional materials (banners, email swipes, ad creatives)?
- ☐ Is there a dedicated affiliate manager or support team?
- ☐ Are tracking links and analytics easy to use and reliable?
- ☐ Does the brand have a good reputation and low refund rate?
- ☐ Are compliance guidelines clear and reasonable (no hidden restrictions)?

4. Traffic & Conversion Factors

- ☐ Does the sales page look professional and optimized for conversions?
- ☐ Is there a proven funnel that converts traffic into sales?
- ☐ Does the offer allow your preferred traffic sources (SEO, PPC, email, social media)?
- ☐ Are there case studies or testimonials proving strong performance?
- ☐ Are there any restrictions on traffic methods that could limit your success?