

How to Evaluate a Product for Promotion Checklist

The more times you answer “Yes” the more likely this is a good product you should get behind and promote to your list.

- Is it a good fit for my audience?
- Do I have an existing relationship with vendor?
- Did I buy the product or another one from the vendor?
- If not can I get a review copy?
- Is it a product/service I use?
- Did I learn anything?
- Is it high quality?
- Is the sales copy exciting?
- Does it have testimonials?
- Does the price feel like a good deal?
- Will my audience learn anything?
- Does it work?
- How well is it selling?
- Is the product vendor a recognized authority?
- Do I owe this product vendor anything?