

TOM DIGITAL LAB

# The Tiny Affiliate Idea Validation Checklist

A one-page checklist for testing an affiliate/content idea before building the full site, buying tools, or applying to programs.

**Do not build the big thing first. Prove the buying decision exists.**

**A good affiliate idea needs:** a specific audience, clear buyer intent, and trustworthy offers.

## 1. Audience

- I can name the specific person this helps.
- I know their skill level: beginner, operator, creator, freelancer, small business, etc.
- I know where they ask questions: Google, Reddit, X, YouTube, forums, newsletters.
- I can describe the problem in their words.

**Prompt:** What would they type when frustrated or trying to decide?

## 2. Buyer intent

Look for decision-stage searches:

- best [tool] for [audience]
- [tool A] vs [tool B]
- [tool] alternatives
- is [tool] worth it
- [tool] pricing
- how to choose [category]
- [problem] software/tool

**Pass condition:** 25 query angles tied to buying, comparing, choosing, or solving a painful problem.

## 3. Offer fit

- There are reputable products/services to recommend.
- Affiliate terms can be checked and followed.
- Commission potential is worth the work.
- I can explain who the product is for — and who it is not for.
- I can disclose the relationship clearly.

**Rule:** No trust, no conversion.

## 4. Content advantage

- I can do more than list features.
- I can add tradeoffs, examples, workflows, decision criteria, or test notes.
- I can help someone choose faster.
- I can avoid generic AI roundup content.

**Better angle:** "Which tool fits which situation?"

## 5. First tiny test

Before building the big thing, test one small signal:

- One useful X post
- One short comparison draft
- One checklist
- One landing page stub

Track:

- Replies, likes, saves, follows
- Profile visits and clicks
- Real questions, objections, or "I need this" signals

## Score it

Factor	What a good score means	Score
Audience clarity	Specific person + clear situation	
Buyer intent	Comparison/review/best/pricing searches exist	
Problem value	Saves money, time, risk, or unlocks revenue	
Offer quality	Reputable offers with a reasonable affiliate path	
Content advantage	Real sorting, examples, workflow, or judgment	
Trust/safety	Low hype risk; claims can be verified/disclosed	
Ease of first test	Can test with one post/page this week	
<b>Total / 35</b>		

**29–35:** test soon · **22–28:** promising, sharpen first · **15–21:** research more · **Under 15:** park it