



Should I Promote This?

Next to each statement, put a 1, 2, or 3 next to each.

1 = This is somewhat true. 2 = This is mostly true. 3 = This is absolutely true.

NOTE: If you feel any of these are 0's, do not promote it under any circumstances.

___ My audience is asking for a product like this.

___ If I made this product myself, my audience would eat it up.

___ I know, like, and trust the creator of this product.

___ I have heard good things about this product.

___ The price point of this product fits my audience.

___ I have seen the marketing for this product and it is solid.

___ I believe my audience will be taken care of regardless of whether or not they buy.

___ The product does not compete directly with one of my own products.

___ This product fills a hole in my own offerings.

___ I know how to market this product.

SCORING:

24-30 points: Definitely promote this.

20-23 points: Consider the weak points before promoting. You must address these.

16-19 points: Might be good for a segment of your audience. What is that segment?

15 or less points: Do not promote this product under any circumstances.