ClickBank Product Picking Checklist

Run every product through these checks BEFORE any tool builds a site around it. A great site for a bad product still earns nothing.

Demand Checks

- CHECK: Gravity score is real and rising, not a one-week spike from a launch contest.
- CHECK: The product has sold for at least 60-90 days. Brand-new listings carry untested refund rates.
- CHECK: Search the product name plus the word 'scam'. Read what buyers actually complain about.

Money Checks

- CHECK: Your commission per sale covers your time. Under about $15 per sale, volume must be very high to matter.
- CHECK: Recurring commission exists or the front end is strong. One of the two must be true.
- CHECK: Refund rate signals look sane. High refunds erase commissions weeks later, after you did the work.

Vendor Page Checks

- CHECK: The sales page loads fast, works on mobile, and has a working order form. Test it yourself.
- CHECK: Claims on the vendor page are legal for you to repeat. If the vendor overpromises, your review must not copy it.
- CHECK: The vendor offers affiliates real assets (banners, swipes) and answers support email. Silence now means silence later.

Fit Checks

- CHECK: You can write one honest paragraph about who should NOT buy it. If you cannot, you do not understand the product yet.
- CHECK: The niche matches an audience you can actually reach this month.

Rule of thumb: the tool builds the site. You supply the judgment. Run these checks and the output gets dramatically safer to promote.

Free bonus for ClickBank Machine buyers via Pickzox. (c) 2026 Pickzox.