Amazon Affiliate Product-Scoring Checklist

A PickZox bonus for AmzFlow AI Pro buyers — score every product before you post it.

How to use this checklist

Before you spend a single generation on a product, run it through this checklist. A product that scores well here is worth your content. A product that fails here is not worth five posts, no matter how good the tool makes the captions look. Score each line, then add up your total.

1. Rating and review count

A strong rating with real volume is the first sign a product converts.

- Rating of 4.3 stars or higher — 2 points; 4.0 to 4.2 — 1 point; below 4.0 — 0 points.
- At least 500 reviews — 2 points; 100 to 499 — 1 point; under 100 — 0 points.
- Review trend is rising, not falling, over the last 3 months — 1 point.

2. Badges and placement

Amazon badges tell you what Amazon itself is pushing.

- Best Seller, Amazon's Choice, or a similar badge — 2 points.
- Ranked in the top 10 of its category best-seller list — 1 point.
- Product is in stock and sold by Amazon or a reputable seller — 1 point.

3. Price and commission math

A cheap product can still pay if it converts. A pricey product that never sells pays nothing.

- Price between $20 and $50 — the sweet spot for impulse social buys — 2 points.
- Price under $20 with a clear gift or everyday-use angle — 1 point.
- You would buy it yourself at that price — 1 point.

4. Fit for your audience

The best-scoring product in the world is useless if your followers do not care.

- Your audience has asked about this problem before — 2 points.
- You can picture the exact post angle in 10 seconds — 1 point.
- The product photographs well and looks good in a feed — 1 point.

5. Content angles (3 or more?)

AmzFlow AI Pro writes up to 3 variants per platform. A product with only one angle wastes the tool.

- Problem / solution angle — 1 point.
- Social proof angle (ratings, reviews, bestseller status) — 1 point.
- Gift idea or lifestyle angle — 1 point.

Your score

Add up all the points. Maximum is 20.

- 16 to 20 — Promote it now. Write all 5 platforms, all 3 variants.
- 11 to 15 — Promote it, but start with your 2 strongest platforms.
- 6 to 10 — Only promote it if it fits a seasonal moment or a deal.
- 0 to 5 — Skip it. Find a better product instead.

Posting checklist (every post)

Run this before you hit publish on any platform.

- Affiliate link is your own Associates link with your tag.
- #ad disclosure is included in the post.
- No fake claim that you personally use the product.
- Price is not stated in the post (prices go stale).
- Post is saved to Google Docs so you can reuse it later.

Created by PickZox as a free bonus companion to the AmzFlow AI Pro review at pickzox.com. This checklist is an original guide. AmzFlow AI Pro is a product of Alex Huang / AIThubs; this document is not affiliated with or endorsed by Amazon, Google, or any social network. Always follow the Amazon Associates Operating Agreement and add the #ad disclosure to your posts.