

VIEWS TO BUYERS · READER BONUS

The V.E.R.I.F.Y. Framework: Evidence Without Fake Proof

Six honest evidence moves for small channels with no sales screenshots
and no big audience

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Six honest evidence moves for small YouTube affiliate channels with no sales screenshots and no big audience

A companion bonus to Views to Buyers by Nathan Conner (Snowball Affiliate)

How to Apply This in 20 Minutes

You do not need to read this start to finish before using it. Do this first.

- 1 Pick one video.** Choose the next one you'll film, or one already published that isn't converting.
- 2 Open the Evidence Map (Section 4).** Fill in the blanks for that one video. Leave nothing vague.
- 3 Run the Capture Sheet (Section 5)** while you use the product, or from your existing notes.
- 4 Check your script against the Red-Line List (Section 6).** Cut or rewrite anything that crosses a line.
- 5 Score the video with the Pre-Publish Audit (Section 9).** Fix every letter that scores 0.

Where this fits in the Viewer-to-Buyer Bridge: The Bridge runs Intent, Match, Evidence, Trust, Action, Access, Conversion. V.E.R.I.F.Y. is the toolkit for the **Evidence** stage. Done well, it feeds **Trust**, which is what makes a viewer willing to take **Action**.

A note on the examples: Every example here is **illustrative**. "Software A," "Gear B," and similar names are placeholders. No prices, specs, or results are asserted. Swap in your own real details.

1. Overview: The Evidence Problem Small Channels Actually Have

The trap

Small creators often assume evidence means big numbers: sales screenshots, earnings dashboards, a huge subscriber count. If you don't have those, the temptation is to fake it, imply it, or blur it.

Don't. It's risky, and it's also **unnecessary**.

The reframe

A viewer deciding whether to trust a recommendation isn't asking, "Does this person earn a lot?" They're asking:

- **Did this person actually use it?**

- **Is it relevant to my situation?**
- **Will they tell me what's wrong with it?**
- **Do they have a reason to be honest?**

None of those questions require an audience. They require **specific, checkable, honest signals**. That's what this framework teaches you to produce.

The Own-It Test

Before any piece of "proof" goes into a video, run it through three questions:

- 1 Can I show it?** (On screen, in hand, in a file, in a note.)
- 2 Can I date it?** (When did this happen? Under what conditions?)
- 3 Can I explain how I got it?** (Could a skeptical viewer retrace my steps?)

If you answer "no" to any of the three, it isn't proof. It's decoration. Cut it or convert it into an honestly labeled opinion.

The six letters, revealed

Letter	Move	One-line meaning
V	Vantage	Declare who you are, what you tested, and under what conditions.
E	Enact	Do the real task on camera, not just talk about it.
R	Receipts	Show the real artifacts your use produced.
I	Imperfections	Surface the friction, limits, and "not for you" cases.
F	Fair Comparison	Test alternatives on the same task under the same conditions.
Y	Your Verdict	Give a conditional decision rule, not a vague "it's great."

Memory hook: Vantage sets the frame. Enact and Receipts show the thing. Imperfections and Fair Comparison make it believable. Your Verdict makes it usable.

You don't need all six in every video. A strong video usually has four or five. A video with fewer than three is mostly opinion, and viewers can tell.

2. Core Content: The Six Moves in Detail

V: VANTAGE

Declare your standpoint before you make any claim.

What it is: A short, specific statement of your relationship to the product and the viewer's problem. It tells the viewer how much weight to give everything that follows.

Why it works: Credibility on a small channel doesn't come from authority. It comes from **transparency about your basis**. A viewer can trust "I used this for two weeks on one project" more than a vague "I've tested tons of these."

The five Vantage elements:

- 1 Who I am relative to this:** beginner, regular user, switcher from another tool.
- 2 What I used:** the exact plan, version, or model you actually used.
- 3 How long and how often:** your real timeframe.
- 4 For what task:** the specific job you did with it.
- 5 What I did NOT test:** your honest gaps.

Fill-in-the-blank Vantage line:

"I used _____ for _____ (time period), mostly for _____ (task). I did **not** test _____. So take this as _____ (e.g., a first-impressions review / a project-based review / a setup walkthrough)."

Variations:

- **The Switcher:** "I came to this from _____, so my comparisons are against that."
- **The Beginner:** "I'm new to _____, which is useful because I hit the same walls you will."
- **The Borrowed/Provided Unit:** "This was provided/purchased by _____. Here's how that may or may not affect my take."
- **The Short Test:** "This is a first-week review. I'll flag anything that might change over a longer period."

Shortcut most creators miss: Put the "**what I did not test**" line early. It feels risky, but it makes every later claim more believable because the viewer sees you drawing your own boundary.

Common mistakes:

- "I've tried everything out there." (Unprovable, so cut it.)
- Hiding that a product was free, provided, or affiliate-linked.
- Claiming experience with a plan or version you didn't use.

E: ENACT

Do the real task on camera.

What it is: A live or lightly edited demonstration of the product doing the job the viewer cares about, from start to finish where possible.

Why it works: Talking about a feature is a claim. Using it is evidence. The viewer gets to watch the effort, the clicks, the wait times, and the result, which is the information they'd actually want before buying.

The Enact Ladder (weakest to strongest):

- 1 Reading the vendor's feature list aloud (not evidence)
- 2 Showing the product's interface or packaging
- 3 Showing one feature working
- 4 Showing **a complete task from start to finish**
- 5 Showing the task with **a realistic, messy input** (your actual file, your actual mess)
- 6 Showing the task **repeated**, such as day one versus day ten

Aim for rung 4 at minimum. Rung 5 is where small channels can beat big ones, because big channels often demo clean inputs.

Fill-in-the-blank Enact plan:

"The viewer's job-to-be-done is _____. I will show myself doing _____ from _____ (start point) to _____ (finish point). I'll use _____ (realistic input). I'll leave in the _____ (slow step, error, or wait) because viewers will hit it too."

The Start-to-Finish Rule: Show the **first click** and the **final output**. Skipped middle steps are fine if you say so. Skipped outcomes are not.

Variations:

- **Timer Proof:** Put a visible timer on screen for a task. Don't promise the viewer will match your time. Say it's your time on your setup.
- **First-Try Proof:** Record your first attempt. Real first attempts show real learning curves.
- **Viewer-Request Proof:** "Someone asked whether it can do _____. Let's find out live."

Common mistakes:

- Demoing on a perfect, tiny sample that hides limits.
- Cutting out a failure and then saying "it worked first time."
- Narrating features instead of performing a task.

R: RECEIPTS

Show real artifacts your use produced.

What it is: Any tangible, honest trace of your real experience. This is your answer to "no sales screenshots."

The Receipts Menu (all legitimate, none require an audience):

- **Your own settings and dashboard screens** (blur private information)
- **Files or outputs you produced:** exports, drafts, before/after versions
- **Purchase or subscription confirmation** (blur account details, and only if you actually purchased)
- **Dated notes:** your testing log, handwritten or typed
- **Support interactions:** screenshots of a question you asked and the answer you received
- **Timestamps:** file dates, version numbers, "day 1" and "day 10" clips
- **Physical wear and tear** (for gear): scuffs, battery drain you recorded, how it's held up
- **Error messages you actually encountered**
- **Your own measurements,** labeled as yours, with your method stated

What does NOT count as a receipt:

- Vendor marketing images
- Other people's results presented as your own
- Stock footage or mockups
- Earnings or sales screenshots you can't fully contextualize

Fill-in-the-blank Receipt inventory:

"Receipts I actually have for this video: _____ (artifact) — captured on _____ (date) _____ (artifact) — captured on _____ (date) _____ (artifact) — captured on _____ (date) Receipts I wish I had but don't: _____. I will say so on camera or leave the claim out."

The Caption Rule: Every receipt on screen gets a **one-line caption** with three parts: what it is, when, what it does and doesn't show.

Example caption (illustrative): "My Software A export settings, week one. Doesn't show output quality over time."

Shortcut: Start a **Proof Folder** for every product before you start testing. Drop screenshots, clips, and notes into it as you go. Most creators try to reconstruct proof after the fact, and that's when exaggeration creeps in.

I: IMPERFECTIONS

Surface the friction, limits, and "not for you" cases.

What it is: A deliberate segment where you name real downsides, tied to specific situations, not generic hedging.

Why it works: Viewers have seen enough one-sided recommendations to discount them. A specific flaw tells them you're reporting, not selling. It also **pre-qualifies buyers**, so the people who click are better fits and less likely to be disappointed.

The Three-Layer Imperfection:

- 1 Friction:** Something annoying but survivable ("Setup took longer than I expected because _____").
- 2 Limit:** Something it can't do ("It doesn't handle _____").
- 3 Disqualifier:** Who should not buy it ("If you need _____, skip this").

You want at least one disqualifier in every review. It's the strongest trust signal in this framework.

Fill-in-the-blank Imperfection block:

"Here's what bugged me: _____. It matters most if you _____. It's not a big deal if you _____. And if you _____, this probably isn't the right pick, and I'd look at _____ (category, not necessarily a product) instead."

The Specificity Test: Replace "it has a bit of a learning curve" with which step, how long, and what helped. If your flaw could apply to any product, it's too generic.

Variations:

- **The Honest Pause:** Stop mid-demo: "This part is clunky. Watch."
- **The Wishlist:** "Three things I'd change: _____, _____, _____."
- **The Regret Check:** "What I'd do differently if I were starting over: _____."

Common mistakes:

- The fake flaw ("my only complaint is that it's too good").
- Burying imperfections in the last 10 seconds.
- Listing flaws with no context for who they affect.

F: FAIR COMPARISON

Test alternatives on the same task under the same conditions.

What it is: A controlled side-by-side that gives the viewer a real basis for choosing.

Why it works: Comparisons answer the question viewers are actually asking at the buying stage: "Which one for me?" A fair test also protects you. If you set the rules before testing, you can't be accused of rigging it.

The Fair Test Setup:

- 1 **Same task.** Same input, same goal.
- 2 **Same conditions.** Same device, same connection, same day where possible.
- 3 **Rules stated before the test.** Say what you're judging.
- 4 **Judge criteria in the viewer's terms:** time, effort, output quality, cost over time, learning curve.
- 5 **Disclose asymmetries:** "I know Software A better than Software B, which may favor A."

Fill-in-the-blank Fair Test card:

"Task: _____. Input: _____. Options tested: _____ vs. _____. I'm judging on: 1) _____ 2) _____ 3) _____. Unfair advantages to disclose: _____. Not compared: _____."

The Pre-Commit Trick: Write your judging criteria down and show them on screen before the test. When the result doesn't match the product you earn more from, report it anyway. That moment is where trust is built.

Variations:

- **Same-Task Sprint:** Both tools, same task, same time box.
- **Budget vs. Premium:** Test whether the price gap matters for one specific use case.
- **Switcher Test:** "I used A for _____, then moved to B. Here's what changed."

Common mistakes:

- Comparing a tool you know deeply with one you opened five minutes ago, without saying so.
- Changing the criteria after seeing results.
- Declaring a winner without saying "winner for whom."

Y: YOUR VERDICT

Give a conditional decision rule, not a vague endorsement.

What it is: A closing statement that tells the viewer exactly when to buy, when to skip, and what would change your mind.

Why it works: "It's great, link below" asks the viewer to trust you blindly. A conditional verdict **hands them a decision tool**, which is the real product of a review. It also naturally leads into the Action stage of the Bridge without pressure.

The Verdict Formula:

Buy if _____ and _____. Skip if _____. Wait if _____. I'd change my mind if _____.

Fill-in-the-blank Verdict script:

"My verdict after _____ (time/use): if you _____ and _____, this is worth it for you. If you _____, skip it. If you're not sure, _____ (a free trial, a return window, a cheaper starting point, if that's genuinely available). I'd change my mind if _____. If you do decide to get it, the link is below. It's an affiliate link, so I may earn a commission at no extra cost to you, and that's the only way I get paid for this video."

(Confirm the "no extra cost" statement is true for the specific offer, and follow the disclosure rules for your region and platform. This is general guidance, not legal advice.)

The Change-My-Mind Clause: Naming a condition under which you'd reverse your recommendation is rare. It signals that your verdict comes from evidence, not payment.

3. Quick Reference: The V.E.R.I.F.Y. One-Page Cheat Sheet

Move	On-camera moment	Key phrase starter
Vantage	First 30–45 seconds	"Here's how I tested this..."
Enact	Core of the video	"Watch me do _____ start to finish."
Receipts	At each major claim	"Here's the actual _____ from _____."
Imperfections	Middle, not just the end	"Here's what annoyed me..."
Fair Comparison	When alternatives matter	"Same task, same conditions..."
Your Verdict	Final third	"Buy if... skip if... I'd change my mind if..."

4. The Evidence Map (Fill-In Worksheet)

Complete one per video. Use specifics. "Good quality" is not an entry.

VIDEO WORKING TITLE: _____

Viewer's situation (Match): The viewer is _____ and wants to _____ but is worried about _____.

Buying-stage intent: ☐ Researching ☐ Comparing ☐ Ready to choose ☐ Needs setup help

Part A: Claims Inventory

List every claim you plan to make. Then assign evidence.

#	Claim I want to make	Evidence type (V/E/R/I/F/Y)	Specific proof I have	Strength (0-2)
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____
5	_____	_____	_____	_____
6	_____	_____	_____	_____

Strength scale: **0** = no proof (rewrite as opinion or cut), **1** = partial (state the limit), **2** = shown and captioned.

Part B: The Six Moves Planner

- **V: My Vantage line:** "I used _____ for _____ on _____. I did not test _____."
- **E: My Enact task:** Start _____ → Finish _____. Input: _____.
- **R: My top three Receipts:** 1) _____ 2) _____ 3) _____
- **I: My Imperfections:** Friction: _____ Limit: _____ Disqualifier: _____
- **F: My Fair Comparison:** _____ vs. _____ on task _____. Criteria: _____
- **Y: My Verdict:** Buy if _____. Skip if _____. Change my mind if _____.

Part C: Gap Plan

Weak or missing evidence	Fix (film it, test it, or reword it)	Deadline
_____	_____	_____
_____	_____	_____

Rule: Any claim still at **0** after the Gap Plan becomes either (a) a clearly labeled opinion, (b) a clearly labeled vendor claim ("the company says..., I haven't verified this"), or (c) a cut.

5. Prompts: Turning Product Notes into On-Camera Proof Moments

5.1 The Capture Sheet (use while testing)

Keep this open as you use the product. Every entry gets a timestamp.

Time/Date	What I was trying to do	What happened	Surprise? (Y/N)	Screenshot/clip saved?
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Three tags to add to any note:

- **[FRICTION]:** something slowed or annoyed you
- **[WIN]:** something saved you effort
- **[UNKNOWN]:** something you couldn't verify

Every **[FRICTION]** becomes an Imperfection. Every **[WIN]** becomes an Enact moment. Every **[UNKNOWN]** becomes a "what I didn't test" line.

5.2 The Note-to-Proof Converter

Take any note and run it through this chain:

Note: "_____" **Claim it supports:** _____. **How can I show it?** ☐ Do it live ☐ Show the artifact ☐ Show the setting ☐ Compare it ☐ Explain the limit **Proof moment (one sentence):** "Watch what happens when I ." **Caption:** " (what, when, what it doesn't show)."

5.3 Twelve Self-Interview Prompts

Answer these out loud or in writing. Each answer is raw material for a proof moment.

- 1 What was the **first thing** that surprised me?
- 2 What did I **expect** to happen, and what actually happened?
- 3 Which step took **longer than I thought**?
- 4 What did I **have to look up** or ask support about?
- 5 What would a **complete beginner** get stuck on?
- 6 What did I **stop using** after the first few days, and why?
- 7 What did I **keep using** without thinking about it?
- 8 What's the **smallest task** where this product clearly earns its place?
- 9 What's the **task where it clearly doesn't**?
- 10 What would I **tell a friend** with a tighter budget or different needs?

11 If this product disappeared tomorrow, **what would I miss?**

12 What's **one thing I can't say** because I haven't tested it?

5.4 Proof Moment Starters (Copy-and-Fill)

- "Instead of telling you _____, let me show you."
- "I saved this from _____ so you can see it yourself."
- "Here's the part nobody mentions: _____."
- "I'll be honest, this step took me _____ because _____."
- "Same task, two tools. Here's how it went."
- "I can show you this part, but I can't show you _____ because I haven't tested it."
- "This is my result on my setup. Yours may differ because _____."

5.5 Copy-Paste AI Prompt for Structuring Your Notes

If you use an AI writing assistant, give it your real notes and constrain it tightly:

"Below are my raw testing notes for [Product A]. Using only the information in these notes, do the following: (1) List each claim my notes actually support. (2) For each, suggest an on-camera proof moment using one of: live demonstration, real artifact, setting walkthrough, fair comparison, or limitation. (3) Separately list anything I might be tempted to claim that my notes do NOT support. (4) Draft a 'what I did not test' line. Do not invent features, results, numbers, or experiences. If something is missing from my notes, say 'not in notes.' Notes: [paste]"

Why this works: It forces the output to stay inside your real evidence, and the "not in notes" instruction exposes your gaps before your viewers do.

6. The Red-Line List: Claims to Never Make

If a line here describes your script, stop and fix it. These are bright lines. They protect your viewers, your channel, and your long-term credibility.

Red Line 1: Fabricated or implied results

- ☐ Showing earnings, sales, or conversion screenshots that aren't yours, or are staged
- ☐ Implying "people like me are making money with this" with no basis
- ☐ Using a mockup or demo-account number as if it were real income
- ☐ **Say instead:** "I don't have sales results to show you. Here's what I did and what I saw."

Red Line 2: Fake experience

- ❑ "I've been using this for years" (when you haven't)
- ❑ Reviewing a feature or plan you never opened
- ❑ Presenting vendor footage or specs as your own testing
- ❑ **Say instead:** "The company says _____. I haven't verified that."

Red Line 3: Invented social proof

- ❑ Made-up testimonials, quotes, or "viewers tell me..." with no real viewers
- ❑ Paid or fake comments, or staged reactions
- ❑ **Say instead:** Quote a real comment with permission, or leave it out.

Red Line 4: False urgency and scarcity

- ❑ "Price goes up tonight!" unless the vendor's own terms clearly state it, and you've verified it
- ❑ "Only a few spots left" with no basis
- ❑ **Say instead:** "Check the current terms on the official page, since they change."

Red Line 5: Guarantees you can't give

- ❑ "You'll make your money back."
- ❑ "This will fix _____ for you."
- ❑ "Guaranteed results."
- ❑ **Say instead:** "This is what it did for me in this situation. Here's who it's likely to help."

Red Line 6: Hidden relationships

- ❑ Hiding that a link is an affiliate link
- ❑ Hiding that a product was free, sent, or sponsored
- ❑ **Say instead:** Disclose clearly in the video (spoken) and in the description, near the link, in plain words. Follow the rules for your region and the platform. This is general guidance, not legal advice.

Red Line 7: Rigged comparisons

- ❑ Choosing test conditions that favor the product you earn more from, without saying so
- ❑ Changing criteria after seeing results
- ❑ **Say instead:** State the criteria first. Disclose commission differences if they exist.

Red Line 8: Unverified specifics

- ❑ Quoting prices, specs, limits, or features from memory or old pages as current fact

- ❑ "It's the best _____ on the market."
- ❑ **Say instead:** "As of when I filmed this, _____. Check the official page for current details." Use "the best for _____ (situation)" if you can back it up with your own test.

Red Line 9: Health, financial, and legal overreach

- ❑ Promising medical, financial, or legal outcomes
- ❑ Presenting personal experience as professional advice
- ❑ **Say instead:** "This is my experience, not professional advice."

Red Line 10: Omitting known deal-breakers

- ❑ Knowing about a serious flaw, such as hard-to-cancel billing, poor support, or a known incompatibility, and leaving it out
- ❑ **Say instead:** Lead with it if it affects the buying decision.

The Red-Line Self-Check (30 seconds):

Read your script and ask: "If the viewer saw my full notes and my affiliate dashboard, would anything I said feel misleading?" If yes, rewrite it.

7. Worked Examples (Illustrative)

These are invented for teaching. Product names are generic. No prices, specs, or results are asserted.

Example 1: Software Review (Software A)

Raw notes (illustrative):

- "Day 1: installed, setup took a while, confused by the import step."
- "Day 3: used it for my weekly project. Export worked fine."
- "Day 6: tried the collaboration feature. Didn't test with another person."
- "Day 8: support answered my question. Took a day or so."

Converted to V.E.R.I.F.Y.:

- **V:** "I used Software A for about a week on my own weekly project. I did **not** test the team features with a second person."
- **E:** Film the weekly task from import to export. Leave the confusing import step in.
- **R:** Show the support thread screenshot (dated), the export file, and the settings screen.
- **I:** Friction = import step confusion. Limit = untested collaboration. Disqualifier = "If you need team workflows verified, this video can't tell you that."

- **F:** Not used in this video. Say so: "I didn't compare this to alternatives here."
- **Y:** "If you work solo on projects like mine, it's worth trying. If you need proven team collaboration, wait for a test that covers it. I'd change my mind if the import step turns out to be a bigger problem than it was for me."

Sample script excerpt:

"Quick context: one week, my own project, solo. I didn't touch the team features, so I'm not going to pretend I did. Here's the full task, start to finish. And yes, you're about to watch me get confused at the import step, because you probably will too."

Example 2: Gear Review (Gear B)

Raw notes (illustrative):

- "Setup was quick."
- "Used it daily for two weeks. Comfortable for short sessions, got uncomfortable after long ones."
- "Case has some scuffs already."
- "Haven't tried it outdoors."

Proof moments:

- **V:** "Two weeks of daily use, indoors only."
- **E:** Show the full setup and a typical session on camera, including the end where the discomfort appears.
- **R:** Show the scuffs up close and your dated notes.
- **I:** Friction = long-session comfort. Limit = outdoor use untested. Disqualifier = "If you need it for long sessions, I'm not convinced."
- **Y:** "Buy if your sessions are short and indoors. Skip if you need all-day wear."

Example 3: Comparison (Software A vs. Software B)

Fair Test card (illustrative):

Task: Create the same simple deliverable in both. Input: the same starting file. Judging: 1) steps required 2) time on my setup 3) ease of fixing a mistake. Disclosed asymmetry: I know A better, so B may feel harder than it is. Not compared: advanced features, long-term reliability.

Verdict (illustrative): "For this small task, A needed fewer steps. But I know A better, so give B the benefit of the doubt. If you're a beginner with no habits yet, try both free options if available."

Example 4: Rewriting a Weak Line

❑ Weak / Risky	❑ V.E.R.I.F.Y. Rewrite
"This is the best tool out there."	"For solo, small projects like mine, this was the easiest of the two I tested."
"It'll save you hours."	"It saved me about _____ on this task on my setup. Yours will vary." (only if you timed it)
"Everyone loves it."	"I can only speak to my use. I haven't surveyed other users."
"No downsides."	"Biggest annoyance: _____. If that's a dealbreaker, skip it."
"Don't miss this deal!"	"Check the official page for current terms, since they change."

8. Applications: Where to Use V.E.R.I.F.Y.

8.1 By Video Type

- **Single-product review:** Use all six. Lead with V, build on E and R, place I in the middle, close with Y.
- **Tutorial / setup walkthrough:** Lean on **E, R, I**. The walkthrough is the proof. Y becomes "who this setup suits."
- **Comparison:** **V, F, Y** carry the video. Add R to show each test result.
- **"Best of" list:** Run a **mini-Evidence Map per item**. For items you haven't tested, label them "researched, not tested" and keep them out of any ranking you can't justify.
- **Short-form clips:** Pick **one** move. One Enact moment with a Receipt caption beats a rushed summary.
- **Update / follow-up videos:** Pure R and I: "Here's what changed after _____ weeks."

8.2 Beyond the Video Itself

- **Description:** Place a one-line Vantage and the plain-language disclosure near the link.
- **Pinned comment:** Add the "buy if / skip if" verdict and a note on what you didn't test.
- **Title and thumbnail:** Promise only what the video proves. "I Used Software A for a Week" is supportable. "Software A Changes Everything" isn't.
- **Chapters:** Label them to match the moves, such as "What I Didn't Test," "What Annoyed Me," and "Who Should Skip This." Viewers searching for honesty will find it.

8.3 Mapping to the Viewer-to-Buyer Bridge

- **Intent → Match:** Use your Evidence Map's "viewer situation" line so the proof you pick serves their decision.
- **Evidence:** This is the home of V.E.R.I.F.Y.
- **Trust:** Imperfections and Your Verdict are your biggest trust builders.
- **Action → Access → Conversion:** A conditional verdict makes the click feel like the viewer's own decision, and a clear, disclosed link in an obvious place makes it easy to follow through.

9. Advanced Tips and Shortcuts

9.1 The Pre-Publish Audit (Score Your Video)

Score each letter: **0** = missing, **1** = present but thin, **2** = clear and shown.

Letter	Score	Fix if 0-1
V: Vantage	—	Add the "what I didn't test" line.
E: Enact	—	Add a start-to-finish demo clip.
R: Receipts	—	Add one captioned, dated artifact.
I: Imperfections	—	Add one specific disqualifier.
F: Fair Comparison	—	Add criteria on screen, or state "not compared."
Y: Verdict	—	Write the buy / skip / change-my-mind lines.

Total: ___ / **12**. Under 7, hold the video and fix the gaps. 7-9 is publishable. 10 or more is a strong evidence video.

9.2 Claim-Proof Pairing

Never let a claim go more than a few seconds without its proof. Structure every key point as: **Claim → Proof → Caption**. If you can't pair it, soften it ("in my experience...") or cut it.

9.3 The Evidence Ledger

Keep one running document with a row for every product you've ever covered:

Product	Date tested	Version/plan used	Receipts saved	Known gaps	Last re-checked
Software A	—	—	—	—	—

Why it's gold: It lets you update old videos honestly, avoid claiming more than you tested, and reuse proof across content (shorts, posts, follow-ups).

9.4 Evidence Debt

Every claim you make without proof is **debt**. A viewer who later finds a mismatch will discount everything, not just that claim. Audit your top-performing older videos for Evidence Debt and pin a correction or update comment where needed.

9.5 The Honest Gap Line

When you lack evidence, say so in a way that adds credibility:

"I can't show you _____ because I haven't tested it. Here's what I'd check before buying: _____."

You turn a gap into a useful checklist for the viewer.

9.6 The Time-Stamp Update Habit

Products change. Add a line to descriptions: "Filmed on _____. Details may have changed, so check the official page." Then schedule a re-check, and film a short update only if something material changed.

9.7 The Skeptic Read-Through

Before filming, read your script as a skeptical viewer who thinks all affiliate reviews are ads. Underline every sentence they'd roll their eyes at. Replace each with a specific, shown detail or cut it.

9.8 Turn Questions into Proof

Mine your comments for "Does it do _____?" questions. Each is a ready-made Enact moment and a Match signal. Answer on camera, show the real result, and note if you can't test it.

9.9 Low-Effort Receipts for Tiny Channels

- Record your screen during **every** test session. You'll always have raw footage to pull from.
- Keep a **unified naming system** for files: ProductName_Date_Task.
- Photograph or screenshot **before and after** states by default.
- Save support emails and chat logs (with private details removed).

10. Conclusion and Your First Seven Days

You don't need sales screenshots. You don't need an audience. You need **evidence you can own**: shown, dated, explainable, and honestly bounded.

The framework in one breath: Declare your **Vantage**. **Enact** the real task. Show your **Receipts**. Surface the **Imperfections**. Run a **Fair Comparison**. Close with **Your Verdict**, with conditions.

Seven-Day Starter Plan

- **Day 1:** Fill out the Evidence Map for your next video.
- **Day 2:** Set up your Proof Folder and Capture Sheet.
- **Day 3:** Test and capture. Tag every note [FRICTION], [WIN], or [UNKNOWN].
- **Day 4:** Convert notes into proof moments using the Note-to-Proof Converter.
- **Day 5:** Write the script. Run the Red-Line Self-Check.
- **Day 6:** Film. Leave in one real imperfection.
- **Day 7:** Run the Pre-Publish Audit, fix any 0s, and publish with a clear disclosure beside your link.

Then do it again, with a slightly better Evidence Ledger each time. Trust on a small channel compounds through repeated honest evidence, and every video built this way adds to it.

This bonus is a companion to Views to Buyers by Nathan Conner (Snowball Affiliate). All examples are illustrative and use generic product names. Always follow the affiliate disclosure requirements of your region, your platform, and each program you join. Nothing here is legal advice.