

VIEWS TO BUYERS · READER BONUS

The Program Interrogation Prompt Pack

20 prompts and the question list for vetting an affiliate program before you promote it

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20 AI prompts and a question list for examining an affiliate program before you build a video around it

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

Read This First

This pack structures your own checking. It does not replace reading the official terms.

The prompts help you read faster, ask sharper questions, and spot gaps. They cannot tell you what a program will actually do, and they cannot give you legal advice. AI tools can misread, miss, or make up details. The program's current official terms, and any written answer from the program's support team, are the only sources that count.

Three rules apply to every prompt below:

- 1 Paste the real text.** Never ask an AI what a program's terms "probably say." Paste the actual terms and make it work from that.
- 2 Quote or it didn't happen.** Every claim the AI makes about the terms must come with an exact quote. If there's no quote, treat the claim as unverified.
- 3 You read the source.** Before you act on any finding, find the quote in the original document yourself.

How to Apply (The 45-Minute Fast Path)

You don't need to run all 20 prompts for every program. Use this sequence:

Step	Time	What you do
1	5 min	Fill in the Channel Profile (Part 1). You do this once and reuse it.
2	5 min	Fill in the Program Snapshot for the program you're evaluating.
3	10 min	Run Prompts 1-2 (audience fit and intent match). If it's a poor fit, stop here.
4	15 min	Paste the official terms and run Prompts 5, 6, and 10 . Then read those sections yourself.

Step	Time	What you do
5	5 min	Run Prompt 14 on the landing page as if you were a first-time viewer.
6	5 min	Run Prompt 20 for a go/no-go summary. Then do your own payout research (Part 6).

Run the full set when you're about to commit a video, a playlist, or a recurring segment to one program. A video takes hours to make. This check takes less than one of those hours.

Save everything in one document per program, a "Program File." Part 7 explains why that pays off later.

Part 1: Why Interrogate Before You Film

Most small-channel affiliate problems don't start in the edit. They start when someone commits to a program because the commission looked good, then discovers three things after publishing:

- The terms don't allow how they promoted it.
- The landing page doesn't match what the video promised.
- Getting paid turns out to be harder than expected.

Each of those maps to a stage of the **Viewer-to-Buyer Bridge** from Views to Buyers: **Intent, Match, Evidence, Trust, Action, Access, Conversion.**

Bridge stage	What you're checking in the program
Intent	Does the program serve what your viewers are actually trying to do?
Match	Does the product fit the specific viewer who clicked your video?
Evidence	Can you demonstrate it honestly, within what you can truthfully show?
Trust	Does the landing page, the program, and the payout record deserve a viewer's trust and yours?
Action	Is the next step after your video clear and low-effort?
Access	Can your viewer actually get it (device, region, account, availability)?

Bridge stage	What you're checking in the program
Conversion	Does the path from click to completed action hold together?

The prompts are grouped to cover that chain, plus the part of Trust that's invisible to viewers: whether the program pays reliably and permits how you plan to promote.

Part 2: Setup Worksheets (Fill These In Once)

Worksheet A: Channel Profile

Copy this block, fill it in, and paste it at the top of any prompt where you see [CHANNEL PROFILE].

CHANNEL PROFILE

- Channel topic: _____
- Typical viewer (who they are, what they're trying to do): _____
- Viewer experience level (beginner / intermediate / advanced): _____
- Video formats I make (reviews, tutorials, comparisons, etc.): _____
- Where I place links (description, pinned comment, on-screen, other): _____
- Do I use email, social, or a website to promote too? _____
- Countries where most of my viewers are (from my analytics): _____
- Devices my viewers use most (from my analytics, if known): _____
- What I will NOT promote (my own limits): _____
- Approx. monthly time I can spend on this program: _____

Tip: Pull country and device data from your own analytics. Don't guess. Guessing here quietly breaks the Access stage later.

Worksheet B: Program Snapshot

PROGRAM SNAPSHOT

- Program / product name: _____
- Link to official terms page: _____
- Date I last read the terms: _____
- Commission structure (as stated): _____
- Cookie / tracking window (as stated): _____
- Payout threshold and schedule (as stated): _____
- Payment methods (as stated): _____
- Application required? Approval time? _____
- Network or direct? _____
- Landing page URL(s) I'd send viewers to: _____

If a field says "not stated," write exactly that. Those blanks become your support-email questions.

Part 3: The 20 Prompts

How to use them: Paste the prompt into your AI tool of choice, replace everything in [BRACKETS], and paste the source text where indicated. Each prompt tells the AI to quote and to flag uncertainty. Keep those lines in.

Section A: Audience Fit (Bridge: Intent and Match)

Prompt 1: The Audience Fit Mapper

You are helping me evaluate whether an affiliate program fits my YouTube channel. Do not invent facts about the product. Use only what I give you.

[CHANNEL PROFILE]

PROGRAM / PRODUCT DESCRIPTION (copied from the official page):
[PASTE]

Tasks:

1. Describe in 3 sentences who this product is built for, based only on the text above.
2. Compare that to my typical viewer. List where they overlap and where they don't.
3. Rate fit as Strong / Partial / Weak and explain in 2 sentences.
4. List 3 types of my viewers who would NOT be a good match.
5. List what information you'd need that isn't in the text above.

Prompt 2: The Intent Match Test

Here are 5 video titles (real or planned) from my channel:

1. [TITLE]
2. [TITLE]
3. [TITLE]
4. [TITLE]
5. [TITLE]

For each title, describe what the viewer is most likely trying to do (learn, compare, fix a problem, decide whether to buy, etc.). Then tell me whether a click to [PRODUCT CATEGORY, e.g., "Software A"] is a natural next step for that viewer, a stretch, or a mismatch. Explain in one sentence each. Do not assume the product has any feature I haven't listed: [LIST VERIFIED FEATURES].

Prompt 3: The Viewer Objection Inventory

Act as a skeptical viewer watching my video about [PRODUCT CATEGORY]. My viewer is: [VIEWER DESCRIPTION].

List the 12 most likely objections or hesitations, grouped into: cost, effort/learning curve, trust in me, trust in the company, and fit for my situation. For each, suggest one honest way I could address it in the video without exaggerating. Mark any objection I can only answer after verifying facts myself.

Prompt 4: The Alternatives Fairness Check

My viewers will likely compare Software A to alternatives before buying. I plan to promote Software A.

Based on general, well-known product categories (not specific claims about real products), list the 6 questions a fair comparison video should answer. Then list 3 situations where a viewer would be better off NOT choosing Software A. I want these so my video stays credible. Label anything you're unsure of as "verify."

Why Prompt 4 matters: A video that can name who shouldn't buy is more believable to the people who should. That's the Trust stage doing its job.

Section B: What the Terms Say About Promotion Methods

(Bridge: Evidence and Trust.)

Prompt 5: The Terms Extractor

Below are the official affiliate program terms. Work ONLY from this text.

[PASTE FULL TERMS]

Extract the following. For each item, give an exact quote and say where in the text it appears. If the text doesn't address it, write "NOT STATED," don't infer.

1. Who is eligible to join
2. Permitted promotion methods
3. Prohibited promotion methods
4. Rules about links (placement, cloaking, shortening, redirects)
5. Rules about brand names, trademarks, and keywords in titles, tags, or descriptions
6. Rules about coupons, discounts, or promo codes
7. Rules about paid advertising
8. Rules about email or social promotion
9. Rules about claims, testimonials, or income statements
10. Disclosure requirements
11. Reasons the program may terminate an affiliate or withhold commissions
12. Whether terms can change and how you'd be notified

Prompt 6: The Allowed / Not Allowed Matrix

Using ONLY the terms pasted below, build a table for these promotion methods. Columns: Method | Allowed / Prohibited / Unclear / Not stated | Exact quote.

Methods:

- Link in video description
- Link in pinned comment
- Link spoken or shown on screen
- QR code or on-screen short link
- Brand name in video title
- Brand name in tags
- Bonus offered by me to viewers who buy through my link
- Comparison video featuring competitors

- Using the brand's logo or screenshots
- Shorts / short-form video
- Paid ads sending traffic to my link
- Email list
- Community posts / social media

TERMS:
[PASTE]

After the table, list every "Unclear" or "Not stated" row as a question I should ask the program in writing.

Aha: The "Unclear" rows are the most valuable output. Those are the gaps where a creator most often gets surprised later.

Prompt 7: The Claims and Disclosure Checker

I plan to publish a video script. Compare it against the program's terms and flag anything that could conflict.

TERMS (official text):
[PASTE]

MY SCRIPT:
[PASTE]

List:

1. Any statements in my script that sound like guarantees, promises of results, or income claims
2. Any claims about the product I haven't been told are verified
3. Where my script discloses the affiliate relationship, and where it doesn't
4. Anything that may conflict with the terms (quote the term and the script line)

Do not give legal advice. Flag items for me to verify with the official terms and with the disclosure rules that apply where I and my viewers are located.

Prompt 8: The Ambiguity Hunter

Read these affiliate terms as a careful, slightly suspicious editor. Find:

- Vague words ("may," "at our discretion," "reasonable," "fraudulent," "misleading," "inappropriate") and quote the sentence each appears in
- Terms defined nowhere (e.g., "qualified sale," "valid conversion")
- Places where two sections seem to conflict
- Rights the program reserves that could affect my earnings

For each, rewrite it as a plain-language question I could ask the program. Rank the top 5 by how much they could affect a creator of my size.

TERMS:
[PASTE]

Prompt 9: The Clarification Email Drafter

Draft a short, polite email to an affiliate program's support team. I'm a YouTube creator evaluating the program. I want written answers to these questions:

[PASTE UNCLEAR ITEMS FROM PROMPTS 6 AND 8]

Requirements: under 180 words, numbered questions, no flattery, no claims about my audience size or results, ask them to reply in writing and point to the relevant section of the terms where possible.

Use the reply as evidence. Save the email, the reply, and the date in your Program File. A written answer from the program is worth more than your memory of a conversation.

Section C: Payout Reliability Signals

(Bridge: Trust.)

Prompt 10: The Payout Terms Decoder

From the terms below, build a plain-language payout profile. Quote the source for each item. Write "NOT STATED" if absent.

1. Commission rate and what it's calculated on (price paid, pre-tax, post-discount, etc.)
2. Cookie / attribution window
3. How attribution works if the viewer clicks several affiliates' links
4. Minimum payout threshold
5. Payout schedule and any delay period before commissions become payable
6. Payment methods and any fees
7. Currency and conversion
8. Refund, chargeback, or cancellation handling (can commissions be reversed?)
9. Tax paperwork requirements
10. Conditions under which commissions can be withheld or forfeited
11. What happens to unpaid commissions if the account closes

Then write a one-paragraph "what a new creator with a small channel might not realize" summary. Mark that paragraph as interpretation, not fact.

TERMS:
[PASTE]

Prompt 11: The Commission Trigger and Attribution Map

Based only on the terms below, describe step by step what has to happen for me to earn a commission, from viewer click to money in my account. Use this format:

Step | What must happen | Source quote | What could break it

Include: click, tracking, the viewer's action, any approval or validation period, payment threshold, and payout. Then list 5 scenarios where a viewer might buy but I might not be credited (for example, a different device, a coupon site, clearing cookies). Mark each scenario as "supported by the terms," "contradicted by the terms," or "terms silent."

TERMS:
[PASTE]

Prompt 12: The Payout Research Planner

I'm researching whether Program A pays affiliates reliably before I promote it. I cannot rely on the program's own marketing.

Build a research plan with:

1. 10 search queries I can run (combining the program name with words like "payment," "late," "withheld," "terminated," "review," "affiliate forum")
2. 6 types of sources, ranked by how much weight each deserves (first-hand posts with details, anonymous one-line complaints, the program's own testimonials, etc.)
3. A checklist of what makes a report credible (specific dates, specific circumstances, consistent details)
4. A way to log findings: date found, source, claim, first-hand or hearsay, how recent
5. Warnings about the biases in this kind of research (people post more when angry, old complaints may be resolved, competitor-run review sites)

Do not name or characterize any real company. Give me the method only.

Prompt 13: The Evidence Sorter

I collected these notes while researching [PROGRAM]. Sort them into:

- First-hand and specific (date, amount range, situation)
- First-hand but vague
- Second-hand / hearsay
- Promotional (from the program or its affiliates)
- Unusable

For each, note how recent it is. Then tell me: (a) which patterns repeat across independent sources, (b) which claims I still can't verify, (c) 5 follow-up questions to ask the program in writing. Do not conclude that the program is good or bad. I'll decide.

NOTES:
[PASTE]

Section D: How the Landing Page Treats a First-Time Visitor

(Bridge: Match, Trust, Action.)

Prompt 14: The First-Visit Walkthrough

Act as a first-time visitor who just finished watching a video titled "[YOUR VIDEO TITLE]." They clicked a link and landed on the page below. They know nothing about the company.

PAGE TEXT (copy everything visible, top to bottom, including buttons and menu items):
[PASTE]

Answer as that visitor, in order:

1. In the first 5 seconds, what do I think this page is offering?
2. Does that match what the video promised? Where does it match and where does it drift?
3. What question do I still have after reading it?
4. What am I being asked to do, and is it obvious?
5. Where would I hesitate or leave?
6. What information is missing that I'd want before acting?

Prompt 15: The Message Match Audit

Compare two texts.

TEXT 1, my video's promise (title + the first 30 seconds of script + description):

[PASTE]

TEXT 2, the landing page headline and first screen of copy:

[PASTE]

Score message match from 1 to 5. List every word, claim, or promise in Text 1 that does NOT appear or is contradicted in Text 2. Then suggest 3 adjustments to MY video or description, not the page, that would set the viewer's expectation more accurately.

Why fix your side: You can't edit their page, but you can edit your title, your first 30 seconds, and the sentence that introduces the link.

Prompt 16: The Trust Signal Audit

Review this landing page text from the standpoint of a cautious new visitor. List every trust element present (clear pricing, contact info, refund or cancellation language, privacy information, named company, specifics vs. vague claims). Then list which are missing. Separately flag any wording that feels pressuring or unverifiable (urgency, superlatives, claims without support).

PAGE TEXT:

[PASTE]

Finish with 3 things I should say or show in my video to compensate for any trust gaps, using only things I can honestly verify myself.

Prompt 17: The Offer Clarity Check

Based only on the pasted page text, answer as a visitor who must decide in under 2 minutes:

1. What exactly do I get?
2. What does it cost, and is that clearly stated, or hidden behind a click or form?
3. Is there a free option, trial, or guarantee, and what are the conditions?
4. What happens after I click the main button?
5. What does the page assume I already know?

Mark each answer "clear," "partly clear," or "unclear," and quote the supporting text. Don't fill in anything the page doesn't say.

PAGE TEXT:
[PASTE]

Section E: Where Friction Could Kill a Click

(Bridge: Action, Access, Conversion.)

Prompt 18: The Click-to-Conversion Friction Map

Here are the steps I observed when I clicked my affiliate link as if I were a viewer, on [DEVICE]:

[LIST EACH SCREEN OR STEP: what I saw, what I had to do, any form fields, any account creation, any pop-ups, any redirect]

Build a friction map:

Step | Effort required | Risk of drop-off (Low/Med/High) | Why | One thing I could do in my video to prepare the viewer

Then identify the single highest-friction step and suggest what to say right before the viewer clicks so they aren't surprised.

Prompt 19: The Access Gap Check

I want to find ways a willing viewer could be blocked from buying. Based on the information below, list possible access gaps in these categories: region and language, device and operating system, account or sign-up requirements, payment methods accepted, system or technical requirements, and availability (waitlists, limited access).

MY VIEWERS: [COUNTRIES, DEVICES, EXPERIENCE LEVEL]

PRODUCT / PAGE INFORMATION: [PASTE]

For each category, say whether the info is sufficient to judge, and give me a list of specific things to verify. Don't assume anything about availability. If it isn't in the text, it goes on the verify list.

Prompt 20: The Go / No-Go Synthesis

Summarize my findings across the Viewer-to-Buyer Bridge. For each stage, I'll paste my notes. Give me:

1. A one-line status for each stage (Clear / Needs verification / Concern)
2. Any "hard stops": things that would make me pause (e.g., prohibited promotion method I planned to use, unanswered payout questions, major message mismatch)
3. A list of what I must verify before publishing
4. 3 video angles that fit the strengths of this program and avoid its weaknesses
5. What I should disclose or say plainly to viewers

Do not make the decision for me. Present the evidence for and against.

MY NOTES BY STAGE:

Intent: [PASTE]

Match: [PASTE]
Evidence: [PASTE]
Trust (page + payout research): [PASTE]
Action: [PASTE]
Access: [PASTE]
Conversion: [PASTE]

Part 4: The Manual Question List

These are for you, not the AI. Answer them in your Program File. If you can't answer one, it goes on your "ask or verify" list.

Intent and Match

- 1 What is my viewer trying to accomplish when they watch this video?
- 2 Is this product the logical next step, or am I bending the video toward the link?
- 3 Who should not buy this?
- 4 Would I tell a friend in this situation to use it?

Evidence

- 1 What can I actually show or demonstrate on camera?
- 2 Which claims in my script come from my own use, and which come from the company?
- 3 What am I unable to verify, and have I said so?

Trust

- 1 Have I disclosed the affiliate relationship clearly and early, not just in the description?
- 2 Do the terms say anything about how I can describe the product or the program?
- 3 What do independent, first-hand sources say about payouts, and how recent are they?
- 4 Is there a real person or support channel I can reach with questions?
- 5 What would I do if this program changed its terms next month?

Action

- 1 Where exactly will the viewer click, and have I told them what happens next?
- 2 Is the link placement allowed by the terms?

Access

- 1 Does it work for my viewers' countries, devices, and experience levels?

- 2 What does the viewer need before clicking (account, payment method, system requirements)?

Conversion

- 1 Have I gone through the whole path myself on mobile and desktop?
- 2 How many steps stand between the click and the finished action?
- 3 What does the viewer see if they're not ready to buy today, and is there a sensible path for them?
- 4 How will I know whether the link is being credited correctly?

Part 5: Worked Example (Illustrative Only)

This example is hypothetical. "Software A" is not a real product, and the "terms" and "page text" below are invented to show how the process works. None of it describes any actual program.

Scenario: A small channel makes beginner tutorials. The creator is considering a program for Software A.

Step 1: The Terms Matrix (Prompt 6), illustrative output

Method	Status	Quote
Link in description	Allowed	"Affiliates may place links in video descriptions." (invented)
Brand name in title	Unclear	Terms mention "brand keywords" in paid search only. (invented)
Bonus offered to viewers	Not stated	No mention.
Paid ads	Prohibited	"No paid placement without written approval." (invented)

What the creator does: Sends two questions to support: one about brand name in titles, one about viewer bonuses. Holds the video's title until the replies arrive.

Step 2: Message Match (Prompt 15), illustrative output

- Video title promised: "Software A in 10 Minutes for Complete Beginners."
- Landing page headline: a feature-heavy pitch aimed at teams.
- **Finding:** The page doesn't mention beginners.

- **Creator's fix:** The creator changes the intro to say, "The page you'll land on is written for teams. As a solo beginner, ignore the first section and look for the free option." (This sentence is only valid if the creator has verified the free option exists.)

Step 3: Friction Map (Prompt 18), illustrative output

- Click → pricing page → account creation → email verification → payment form.
- **Highest friction:** email verification, which pulls the viewer out of the flow.
- **Creator's fix:** One line before the link: "You'll need to verify your email, so have your inbox open."

Result: Same program, but a safer, better-aligned video, plus two written answers on file. No new product knowledge was needed. Everything came from structured checking.

Part 6: Payout-History Red Flags to Research Before Promoting

A red flag isn't proof. It's a reason to look closer. Treat every item below as a research question, and don't state anything about a real company unless you've verified it first-hand or from reliable sources.

Patterns worth investigating

- **Repeated, specific reports of late or missing payments.** A pattern across independent sources matters more than one angry post.
- **Commission reversals with no clear explanation.** Look for complaints about clawbacks beyond ordinary refunds.
- **Vague "fraud" or "policy violation" language** in the terms, paired with reports of withheld earnings.
- **Thresholds that seem to move,** or reports of payout requirements changing after affiliates had earned commissions.
- **Terms that let the program change rules at will** with no notice period.
- **No clear payout schedule,** or a payment delay period that isn't stated plainly.
- **Support that goes silent** when affiliates raise payment questions.
- **Accounts closed shortly before payout,** according to multiple first-hand accounts.
- **Only glowing testimonials, all supplied by the program itself.**
- **Earnings claims in the program's marketing** with no explanation of how typical affiliates fare.
- **No identifiable company,** address, or contact path.
- **Heavy reliance on a network** with a poor reputation or unclear dispute process. Check how disputes are handled.

How to research (30 minutes)

- 1 Run the search queries from Prompt 12.
- 2 Log each finding: date, source, first-hand or hearsay, specific or vague.
- 3 Weight recent, detailed, first-hand reports above everything else.
- 4 Look for resolution. Did the affiliate say they were eventually paid?
- 5 Send your clarification email (Prompt 9) and note how fast and how clearly they reply.

Reduce your own exposure

- Don't build a whole video series around one untested program.
- Verify the first payment before expanding your promotion.
- Note the date you last checked, and re-check periodically.

Remember: Absence of complaints isn't proof of reliability, and presence of complaints isn't proof of wrongdoing. You're gathering evidence to make a better-informed decision.

Part 7: Advanced Applications

1. The Two-Pass Method

Run each terms prompt twice, once with the instruction "be strict" and once with "be generous." Where the two readings differ, you've found an ambiguity worth a support email.

2. The Adversarial Rewrite

After Prompt 5, ask:

Now argue the opposite: find a plausible reading of each quoted clause that would be unfavorable to me as an affiliate. Quote only; do not invent.

Then read those clauses yourself.

3. The Terms Change Log

Save a dated copy of the terms in your Program File. When you re-check (every few months, or before a major new video), paste both versions and ask:

Compare these two versions of affiliate terms. List every addition, removal, or wording change, quoting both versions, and tell me which changes could affect how I promote or get paid.

4. The Viewer-Device Walkthrough

Run Prompt 18 three times: phone, desktop, and a private/incognito window. Different devices can reveal different pop-ups, forms, and redirects.

5. The Pre-Publish Pass

Before every upload, run Prompt 7 on your final script and Prompt 15 on your title plus the landing page. It takes minutes and catches mismatches before viewers do.

6. The Program Comparison Table

When choosing between two programs for the same video, build one table:

Bridge stage	Program A	Program B
Intent / Match fit		
Evidence I can show		
Trust (page + payout research)		
Action clarity		
Access for my viewers		
Conversion friction		
Open questions		

Don't weigh commission rate until after the other rows are filled in.

7. The "Ask Before You Assume" Rule

If a promotion method isn't explicitly allowed and matters to your video, ask in writing and wait for the reply. Silence in the terms is not permission.

Part 8: The Scorecard

Score each stage after your checking. **0 = concern, 1 = needs verification, 2 = clear.**

Bridge stage	Score (0-2)	Evidence / note
Intent		
Match		
Evidence		
Trust (page + payout signals)		
Action		
Access		
Conversion		
Total (max 14)		

How to read it:

- **Any 0 in Trust, Access, or terms-related items:** Pause. Resolve it before filming.
- **Many 1s:** You have verification work to do. Use the support email and your own testing.
- **Mostly 2s:** Proceed, and keep your Program File current.

The scorecard is a thinking aid, not a formula. Your judgment and the official terms outrank it.

Conclusion: Check First, Film Second

Before every affiliate video, the same discipline applies: understand your viewer, read what the program actually allows, look for evidence about how it treats the people who promote it, walk the path your viewer will walk, and fix the friction you can fix.

The prompts make that faster. They don't make the decisions, and they don't replace reading the official terms. Your Program File, your written replies from support, and your own test of the path are what protect you and your viewers.

Your next three moves:

- 1 Fill in the Channel Profile and Program Snapshot.
- 2 Run Prompts 5, 6, and 10 on one program you're considering, then read those sections of the terms yourself.
- 3 Send the clarification email and do your payout research before you hit record.

Pair this pack with Views to Buyers and the Viewer-to-Buyer Bridge to turn each checked program into a video that helps the right viewer take the next step.