

Product Review Template

The goal of a product review to sell a solution to a problem or something to help meet the buyer's needs or fill their desire. There are many styles of product reviews but ultimately, they can be narrowed down to two - short briefs and more in-depth reviews.

Short Briefs

Short briefs are like summaries. They contain all the necessary information but are written in short choppy pieces that can be scanned quickly.

To provide this type of review for your affiliates to use, you would want to write 1-2 paragraphs, that outlines:

- The purpose of the product - the problem it solves.
- 3-5 things buyers have said they liked about the product (or things you think people will like)
- Your price compared to similar products
- Points that show the value (to show it is worth the price you are asking)
- Points that show it is easy to use
- Proof of its effectiveness (feedback from other customers, case study or something else)
- 2-3 suggested call to actions

In-Depth Reviews

These go into more detail about the product. They offer buyers reassurance that the person writing the review understand what they are having trouble with, what solution they are seeking, and that the reviewer is confident this is the right solution for them.

For this type of review, you might offer your affiliates the following:

Headline Suggestions

Give them 3-5 different headlines they could use for their review. These can be written in several ways, here are three examples.

1. Ask prequalifying questions...

Are you tired of _____? Does it feel like _____?

Are you ready to start _____? I was too...until I found this!

2. Use a keyworded statement - *Custom 30-Day Keto Diet Plan*
3. Simply list the product name - *The Day the Crayons Quit by Drew Daywalt & Oliver Jeffers*

Body Content

- A brief overview of the product, just 2 to 3 sentences
- A bullet list of the product features & how they help the buyer
- Feedback from previous buyers about how they like the product or how it helped them.
- Suggested ways to get the best or quickest results using your product
- 2-3 suggested call to actions