

INFOMERCIAL PRODUCT RATING GUIDE*

ITEM #	STRONG (3 points)	GOOD (2 points)	FAIR (1 point)	RATING SCORE
1	Product has 5-1 markup or better	Markup less than 5-1 but more than 3-1	Markup 3-1 or less	
2	Product has demonstrated mass mkt appeal	Product has solid sales research	Product acceptance not yet clear	
3	Product has blue collar appeal	Product appeals to educated consumer	Product appeals to very upscale consumer	
4	Product easily demonstrated (kitchen gadget, etc.)	Can't be fully demonstrated (audio tapes, etc.)	Can't be demonstrated at all.	
5	Product has proven retail or direct sales	There is a similar successful product	There is no sales history	
6	Product has existing testimonials	Testimonials can be gathered quickly	No testimonials available	
7	Ratio of value to price very attractive	Value good but price relatively high	Perceived value low, price high	
8	Product has a show already successful	Show exists, but not yet successful	No show has yet been produced	
9	Price \$49.95 or less/or a lead generator	Price of \$149 or less	Price of \$150 or higher	
10	Product fulfills a dream, makes life easier	Has solid perceived value	Hard to understand the value of product	
11	Good upsell or backend potential	Limited upsell or backend potential	No upsell or backend potential	
12	High retail sales potential	Possible retail sales potential	No retail sales potential	
13	Product has high ad A/S ratio	Medium A/S ratio	Low A/S ratio	
14	Product is life supporting	Product works	Questionable product	
TOTAL RATING POINTS				
*Hawthorne Communications, Inc. Fairfield, Iowa Points or better show good potential, a product worth considering				28