

Instruction Sheet for the Candidate

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Select niche
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment): <ul style="list-style-type: none"> • Explore different niches • Find competitors • Perform competitive analysis
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Explore different niches <ol style="list-style-type: none"> 1. Search for top topics/products. 2. Classify the searched niches based on different criteria (personal liking, social norms, demographics, etc). 3. Select most appropriate niche. Find competitors <ol style="list-style-type: none"> 4. Search local competitors within your niche. 5. Search global competitors within your niche. 6. Find out the work of your competitors in local and international market Perform competitive analysis <ol style="list-style-type: none"> 7. Compile the attributes of work done by your competitors 8. Identify the competitive edge 9. Find cost per click (CPC) using keyword planner like Google Keyword Planner 10. Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner 11. Select your Niche

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Select niche
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Explore different niches • Find competitors • Perform competitive analysis

I can.....

Performance Criteria	Yes	No
1. Search for top topics/products.	<input type="checkbox"/>	<input type="checkbox"/>
2. Classify the searched niches based on different criteria(personal liking, social norms, demographics, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
3. Select most appropriate niche.	<input type="checkbox"/>	<input type="checkbox"/>
4. Search local competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
5. Search global competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
6. Find out the work of your competitors in local and international market	<input type="checkbox"/>	<input type="checkbox"/>
7. Compile the attributes of work done by your competitors	<input type="checkbox"/>	<input type="checkbox"/>
8. Identify the competitive edge	<input type="checkbox"/>	<input type="checkbox"/>
9. Find cost per click (CPC) using keyword planner like Google Keyword Planner	<input type="checkbox"/>	<input type="checkbox"/>
10. Select your Niche	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Select niche
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Explore different niches Find competitors Perform competitive analysis 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Search for top topics/products.			
2.	Classify the searched niches based on different criteria (personal liking, social norms, demographics, etc.)			
3.	Select most appropriate niche.			
4.	Search local competitors within your niche.			
5.	Search global competitors within your niche.			
6.	Find out the work of your competitors in local and international market			
7.	Compile the attributes of work done by your competitors			
8.	Identify the competitive edge			
9.	Find cost per click (CPC) using keyword planner like Google Keyword Planner			
10.	Select your Niche			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Select niche
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define niche		
2.	What is competitive analysis?		
3.	Define Cost per click		

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Feedback to the Candidate	
Candidate's Signature _____	Assessor's Signature _____