

AFFILIATE & SPONSOR DISCLAIMER

Muahahahahaaa I see you've found your way into the lair of my deepest, darkest secrets...

I do hope you read that in an evil, ominous voice as I had intended. It makes it sound much more interesting than it actually is.

As many of you know, I work with a few different companies, suppliers and manufacturers as an affiliate. This means that if a sale is generated as a result of my video, I get a small commission from that sale.

WAIT. I can already hear you say it.

'BUT MATT SURELY THAT MEANS YOU CAN PERSUADE US TO BUY ANY OLD CRAP JUST SO YOU CAN GET YOURSELF A KFC ON THE WAY HOME'

And the answer to that is yes. I could do if I wanted to. However, the only issue with doing this is how long could I keep it up before I start contradicting myself? I struggle enough with my memory as it is. Let alone while I'm trying to recommend a tool as being 'The Best' when I have previously said the exact same thing about 3 other competitors. There's only so long you can keep up the lies until you get caught in a big old web of Karma and are exposed as a fraud.

Honestly, this terrifies me. I've spent years of hard work understanding how to use tools, learning new techniques, making mistakes, fixing mistakes and invested lots of my own money into my business. For me to trade all that off for the sake of a 5% commission is ludicrous. I don't care what the financial benefit is, I will not substitute the long term trust I work tirelessly to build with my audience for the sake of a short term benefit.

You will see many links to products throughout this website, *some* of which are affiliate links, but *most* of which are not. Although to be safe in knowing that what you are buying is a *trustworthy* recommendation from me, firstly re-read the previous paragraph. Secondly, assume all of the links are affiliate links.

For transparency, below are the companies I am currently working with. While I will not disclose the numbers associated with *some* of these agreements. I'll do my best to explain how they work.

Amazon Associates:

If I link to a product in Amazon I can get anywhere from a 1% to a 10% cut. This depends largely on the category of item being advertised and which countries Amazon I am advertising. For example Amazon UK would give me 10% from anything apparel related, and 1% from a smartphone sale. There is a lot of middle ground but most of the things I recommend are categorised as miscellaneous and will generate a 3% commission.

This is the fun bit. If you click on my affiliate link and don't buy the item I have listed, however you end up buying something else instead. I will get a commission from that sale for directing you to Amazon. For example, I once got £60 commission because someone decided to buy a laptop after clicking my link!

Katz-Moses Dovetail Guide:

While I do not use a dovetail guide for my work, I recognise that this is a very useful tool for getting instant results as a beginner. I wish I could have owned one when I was starting off! There are many things I do like about this guide and a couple of things I don't like about it. All of which are disclosed in [this video](#). If any sales are generated through my affiliate link in the description, I will get a commission.

Bosch:

I am not an affiliate of Bosch and do not get a commission from any sales generated as a result of my Bosch promotion. However, Bosch do sponsor me with certain tools that I have my eye on, or they want to get my opinion on. This is allowed to be completely unbiased without fear of being reprimanded by Bosch for sharing my true opinion of the tool/equipment. See my review of the Bosch GCM12 GDL [here](#).

Whilst I love using their tools now, I can say with the upmost certainty that this will be even stronger in the future. I have a lot of faith in the innovation and direction that Bosch are heading in the coming years.

Axminster:

I am not an affiliate of Axminster and do not get any commission from any sales generated as a result of my videos. As many of you know, I have been working in the Basingstoke store for the past 5 years on a part-time basis. Which naturally has entitled me to an employee discount. In the early days of my YouTube channel, Axminster would let me borrow tools in order to film my [Tool Duel](#) videos. There was no financial reward for this, it was simply for me to help grow my channel. Occasionally Axminster will sponsor a one-off video such as my [Bridge City Tools review](#). Again, these videos are allowed to be 100% honest and will be marked clearly as paid promotion at the start of the video.

Other:

I occasionally get asked if I am sponsored by Lie-Nielsen, Veritas and Benchcrafted; mainly because of my big beautiful **workbench** that's often littered with these tools. While I would love this to be true, unfortunately it isn't.

As for Lie-Nielsen vs. Veritas, I couldn't tie myself to either of them. Simply because I prefer using Lie-Nielsen bench planes over Veritas Bench planes. Although I prefer using Veritas joinery planes over Lie-Nielsen joinery planes.

As for Benchcrafted. I'm confident my **Roubo Workbench series** as well as my **Benchcrafted Review** video has generated many sales of vice hardware. However I do not have any agreement with Benchcrafted or their suppliers. So on that note, tell them I sent you!

See, it's pretty boring isn't it?

Like I said before, I want to be completely transparent with my viewers in order to retain my status as a trusted source of information. As soon as I start giving out untrustworthy advice, I lose out, the sponsor loses out, and most importantly the viewer loses out. It's a big old sack of disappointment for us all.

So please be safe in the knowledge that when I am recommending a product, it is because I genuinely believe it is a great product. Using the affiliate link is a way for you to say thank you for the recommendation!