

DAY 20: Test, Test, and Test Again

When you're beginning a new hustle, you don't usually know which approach will be the most effective. To find out, try different things and keep a record of results.

In the book I said something like "Testing is boring in the same way that making a lot of money is boring." Those who optimize are the real winners.

But what should you test? I recommend you test *only big things*.

Don't test the color of your order buttons.

A lot of people get sidetracked by testing tiny stuff. You just need to test the things that matter most. Start with the big stuff! Here are the big three:

- Test your product or service (what you offer)
- Test your offer (how you present it)
- Test your price (how much it costs)

Here's a free tool that's pretty cool for everyone who uses Wordpress: Simple Page Tester.

"Here's What You Normally Have To Do When A/B Split Testing Your Website"



What a pain in the neck! Check out how easy it is to get a split test up and running using the Simple Page Tester WordPress plugin:

Just Three Simple Steps...



Additional Testing Opportunities:

- Long vs short copy on your sales page
- Word order, especially in headlines and calls to action
- Website navigation and user experience
- Free trial vs low- priced trial (or vs no trial)
- Testimonials from happy customers vs experts' ratings or reviews *(These are two different forms of "social proof," an important factor in many purchasing decisions.)*
- Hard sell vs soft sell (or both)

Call to Action: Set up at least one test!

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