OFFER EXPERIMENT DESIGN

Worksheets, updates and comments available online:

Now that you have a clear Path to Victory, this exercise will walk you through the first of three steps in designing an experiment that will accurately test your Offer.

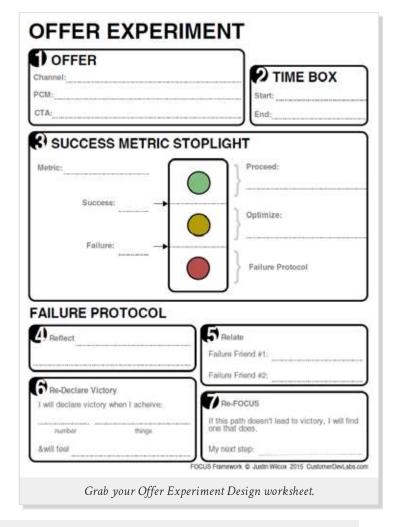
Problems it Solves

• How do you design a valid experiment?

This exercise will help you understand how to design an experiment that will yield reliable data to help you make good business decisions. You'll also learn how to avoid common pitfalls that can invalidate your data.

Keys to Creating a Great Offer Experiment

1. Test for Curiosity



In an Offer Test, you're testing for curiosity.