

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

OFFER EXPERIMENT

1 OFFER
Channel: _____
PCM: _____
CTA: _____

2 TIME BOX
Start: _____
End: _____

3 SUCCESS METRIC STOPLIGHT

Metric: _____

Success: _____ → [Green Light]

Failure: _____ → [Yellow Light]

Failure: _____ → [Red Light]

Proceed: _____

Optimize: _____

Failure Protocol: _____

FAILURE PROTOCOL

4 Reflect _____

5 Relate
Failure Friend #1: _____
Failure Friend #2: _____

6 Re-Declare Victory
I will declare victory when I achieve:
_____ number _____ things
_____ & will fool _____

7 Re-FOCUS
If this path doesn't lead to victory, I will find one that does.
My next step: _____

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Grab your Offer Experiment Design worksheet.

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