

SUCCESS METRIC STOPLIGHT

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and comments
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In this exercise, you will complete Step 2 of creating your experiment.

Problems it Solves

1. Easy to define success metrics

In this exercise you are going to get clear criteria to determine a successful experiment. These numbers will not be the wild guesses of yesteryear: they are solid hypotheses based on the work you've accomplished thus far.

2. What to do if your experiment is not a success




If you exceed your success criteria, it's easy to figure out what to do next. But what if you don't reach your success criteria? Or what if you come close, but don't quite get there? This exercise will tell you what to do next, no matter how your experiment goes.

What is a Success Metric?

OFFER EXPERIMENT

1 OFFER
Channel: _____
PCM: _____
CTA: _____

2 TIME BOX
Start: _____
End: _____

3 SUCCESS METRIC STOPLIGHT
Metric: _____
Success: _____ →  Proceed: _____
Failure: _____ →  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 Success Metric Stoplight worksheet.