

# FAILURE PROTOCOL

Worksheets, updates  
and comments  
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Welcome to the Failure Protocol. This exercise is the third and final step in your Offer Experiment design.

## Problems it Solves

### 1. Makes failing suck less

Some experiments will fail, and failure always sucks. It's emotional. It hurts. It's difficult. This exercise will not eliminate all of the unpleasantness of failure, but it will alleviate some of it.

### 2. Decrease your recovery time

Any failure will require some amount of recovery and bounce-back time. By preparing for it before it happens, you'll be able to get through it faster so that you are moving towards your victory again as quickly as possible.

### 3. Helps ensure you don't give up

No founder ever quits when things are going well. But many give up too early when they face a failure that feels insurmountable.

Again, by preparing for that failure ahead of time, you are building a small trampoline beneath you so that you can bounce back more quickly. In doing so, you'll be much more likely to achieve your Victory.


**OFFER EXPERIMENT**


**1 OFFER**  
Channel: \_\_\_\_\_  
PCM: \_\_\_\_\_  
CTA: \_\_\_\_\_


**TIME BOX**  
Start: \_\_\_\_\_  
End: \_\_\_\_\_

**2 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 feel \_\_\_\_\_

**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 Failure Protocol worksheet.*