

 DotComSecrets Labs

108

PROVEN

SPLIT TEST

WINNERS

*Simple Tweaks You
Can Make To Your
Website, So You Can **Make
More Money NOW!***

inside

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Publisher:

RUSSELL BRUNSON
"The Overnight Success Maker"

Editor:

BRITTANIE BYRON

Marketing
Automation Expert:

TODD DICKERSON

Contact:

10280 W Ustick Rd, Boise, ID 83704
1-888-250-4863

**CHANGE OF ADDRESS OR
BILLING INFORMATION:**
www.CustomerHelpDesk.org

**QUESTIONS, COMMENTS
& LETTERS TO THE EDITOR:**
brittanie@successetc.com

DCS Labs Online:

MEMBER'S AREA:
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fromRUSSELL

THE EVOLUTION OF AN OFFER

By Russell Brunson, the Overnight Success Maker

I'm not sure about you, but my favorite part of this business is creating new offers. That's probably why we've created hundreds of offers in over a dozen niches (and my team wants to kill me because I don't "FOCUS" enough). It's one of the things I enjoy the most and keeps me excited to wake up each day.

But, what happens when an offer you create doesn't work...? I'm hoping that I'm not the only one who spends months creating an offer and a sequence, and then not much happens after launching it for some reason.

We always hear about the winners... but what about the losers? Well, that's what I want to talk about today. Because when you understand the power of direct response marketing, you can simply *look*, and the numbers will show

you what's broken. So, about a year ago, we started a new weight loss offer called "Body Evolution."

We spent a lot of money on the domain name and the trademark, and then started creating the offer.

We looked at what others were doing in the market so we could model the successful offers, but we wanted to find our own angle. After seeing hundreds of offers, we decided to make a weight loss offer that didn't talk much about what you can or can't eat, but to focus on what I feel is the only real thing that matters in losing weight... your mind.

We put together a really good product teaching Neuro-Linguistic Programming (NLP) principles that anyone can use to help reach their goals. We then hired someone who I think is the best living copywriter on earth, and had him write the sales letter for the front end product, as well as three upsells.

The letter turned out awesome, so we turned it into a sales video and hired graphic designers and programmers to create the funnel. After months of work and tens of thousands of dollars spent, our masterpiece was ready to launch.

Now, before we contacted any affiliates, we wanted to see if the offer would convert, so we purchased a solo ad and started driving traffic. Within about 48 hours we knew something was wrong. We had spend \$3,000 on the ad, and only made back about \$700. Now, I'm no mathematician, but those numbers aren't very good.

In fact, the *one* saving thing from our \$3,000 investment that made it worthwhile was our split test of these two email subject lines:

- WARNING: they are trying to keep you fat :(
- my weight loss "dirty" little secret...

We found that the subject line "my weight loss "dirty"

little secret..." destroyed the other subject line. The first *big* problem I saw was that our sales video was based around the concept of the headline that lost. I was hoping that it would be an easy fix, so we just changed the headlines on the squeeze and sales pages to match the winning subject line. I then went out, paid for a \$5,000 ad and crossed my fingers.

After two or three days we started to look closely at the stats. While our engagement was a lot better on the squeeze pages and sales page, the funnel still wasn't even getting close to break even. In fact our \$5,000 ad brought in under \$2,000. Once again, not good.

Now, at this point I was about ready to throw in the towel. I was frustrated, and I felt like we were throwing money out the door. What were we doing wrong?

And that's when we decided to step back, and *stop* looking at the conversions of just one or two pages, but look at the conversions of the *whole* funnel... And what we saw gave us some very interesting insights.

Let me show you what we found:

1st - Squeeze Page

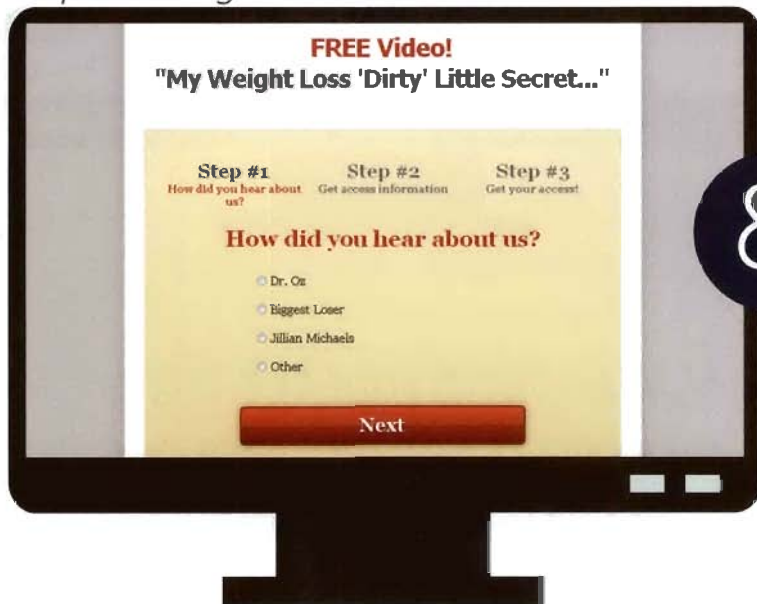
As you can see in the screenshot above, we modeled the same squeeze page that we have been testing on our other offers, and just like a champ, it worked again! (YEAH! That's the power of modeling success folks - stop trying to re-invent the wheel). We averaged a 38% conversion on this page which I am very proud of.

2nd - The Sales Video Page

We learned some interesting things on this page. First, we had tested a man version of the video and a woman version. Each had the same offer, but because we have a couple as the guru's for this site, we decided to have both options.

...We decided to step back, and stop looking at the conversions of just one or two pages, but look at the conversions of the whole funnel... And what we saw gave us some very interesting insights."

Squeeze Page



Sales Page



HOW THE NUMBERS STACKED UP



38%

CONVERSION RATE ON OUR SQUEEZE PAGE. THIS VERSION DID AWESOME!



.76%

CONVERSION RATE ON OUR SALES PAGE

Upsell 1

We found that the male version of the video converted a lot better than the female version.

I thought this was interesting, so I contacted some of my friends in the weight loss niche, and they all said that for some reason videos coming from a female voice just don't convert as well as videos with a male voice.

So, while I was trying to outsmart them by having two versions it turns out they had already tested it and knew the masculine voice converted better.

Next we tested four versions of the video:

- Cartoon Animation
- Hand Sketched
- Powerpoint
- Powerpoint With Music

Now, this test is a little hard, because I hired someone who was very cheap to do the hand sketched video. While it turned



We found that the male version converted a lot better than the female version.”

Results With Male's Voice

Section	Impact	Variation	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv./Visitors	
Section 1	54%	Control	1.26% ± 1%		-	-	3 / 238
		Drawn	0.00% ± 0%		-	-	0 / 219
		PPT	1.49% ± 1%		+17.97%	59%	4 / 269
		PPT Music	2.14% ± 1%		+69.52%	77%	5 / 234
Headline	75%	Control (animated)	0.84% ± 1%		-	-	4 / 478
		Static Headline	1.66% ± 1%		+98.34%	87%	8 / 482

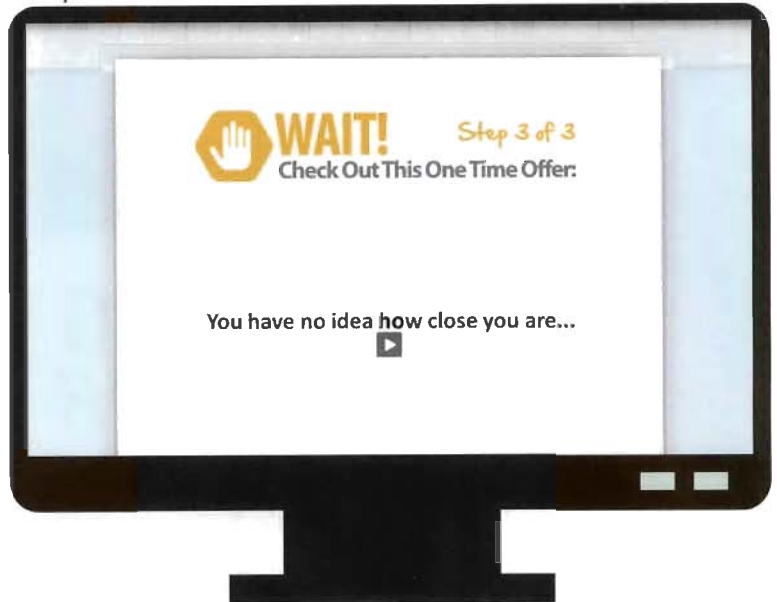
Results With Female's Voice

Section	Impact	Variation	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv./Visitors	
Section 1	22%	Control	1.37% ± 1%		-	-	5 / 364
		PPT	1.68% ± 1%		+22.35%	63%	6 / 357
		PPT Music	1.13% ± 1%		-17.74%	39%	4 / 354
		Drawn	1.19% ± 1%		-13.07%	42%	4 / 335
Headline	24%	Control (animated)	1.25% ± 1%		-	-	9 / 718
		Static Headline	1.45% ± 1%		+15.29%	62%	10 / 692

Upsell 2



Upsell 3



out good, it definitely wasn't great like other animations we have done. So don't use this test to say that hand animated videos don't work - in most of the tests I've seen, they have out-converted powerpoints... What I am saying is start with a powerpoint video, get it converting awesome, and *then* hire an artist to try to beat the control.

So, on the female version of the video, the powerpoint *without* any music track converted the highest... And the male version *with* the music track beat out the other controls.

(NOTE: I've wanted to know for a while if music on powerpoints would do better or worse but this test didn't help much... ha ha... I'll do more testing on this in the future, because I'm *hoping* music helps. I can't stand PPT videos without music).

3rd - The Upsells

Now, I've got to be honest, this was where I had stopped looking at the stats for the first two months we were running this offer. And truth be told, I was about ready to walk away and give up on it until I asked Todd to pull the conversion

HOW THE NUMBERS STACKED UP

OUR THREE 1-TIME OFFERS

WE WERE HAPPY WITH THE RESULTS OF OUR UPSSELLS - IN FACT IT MADE US TAKE ANOTHER LOOK AT AN OFFER WE WERE ABOUT TO ABANDON.

HERE ARE THE NUMBERS SHOWING HOW EACH UPSSELL DID:



19%

CONVERSION RATE FOR UPSSELL #2



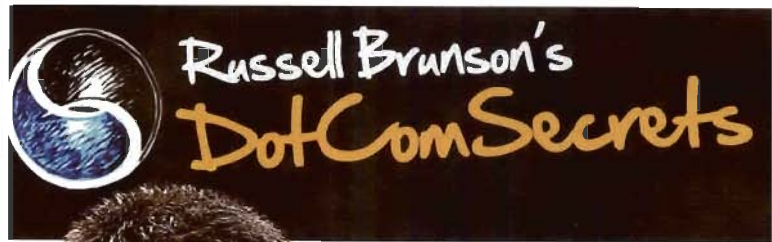
25%

CONVERSION RATE FOR UPSSELL #1 - OUR TOP PERFORMING UPSSELL



16%

CONVERSION RATE FOR UPSSELL #3



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Daily marketing tips you can implement on your commute to the office. Listen FREE by subscribing at:
www.MarketingInYourCar.com

stats on the upsells. Check out what he found:

- Upsell 1 converted at a WHOPPING 25%. All I can say about that is... wow.
- Upsell 2 converted at 19% - also pretty awesome!!!
- Upsell 3 was a \$1 trial, and I thought it would have done a little better, but it didn't do too bad at 16% conversion!

Hmmm... so isn't that interesting?

The Problem

I always tell people that the power of direct response marketing is we can look at each step of the process, and see what is broken, then just focus on the problem.

So, let me show you the overall stats of this funnel, and then let me know if you can see what's broken, and what I need to fix?

- Squeeze page => 38% conversion
- Sales Page => 0.76% conversion
- OTO #1 => 25% conversion
- OTO #2 => 19% conversion
- OTO #3 => 16% conversion

Yup... the problem is that pesky offer. It turns out that no one really wants to use NLP to lose weight. I really thought that concept would be hot, and get people excited, but apparently not. Yet everything else in the funnel is performing awesome.

Do you see the power of stepping back and looking at how your entire funnel is performing?

Moving forward, we have a few options we are going to test. First, we know that the headline "Dirty Little Secret" converts, so we need to make the new offer related to that. Second, we know OTO 1 converts great - so maybe we will turn that into the front end offer...

Sometimes this business feels like we're searching for buried treasure, but the reality is, that's exactly what we're doing. I know that as soon as we can get the front end offer to three percent conversions, we have an offer that will make us over \$1 million a year. So isn't it worth fighting for?

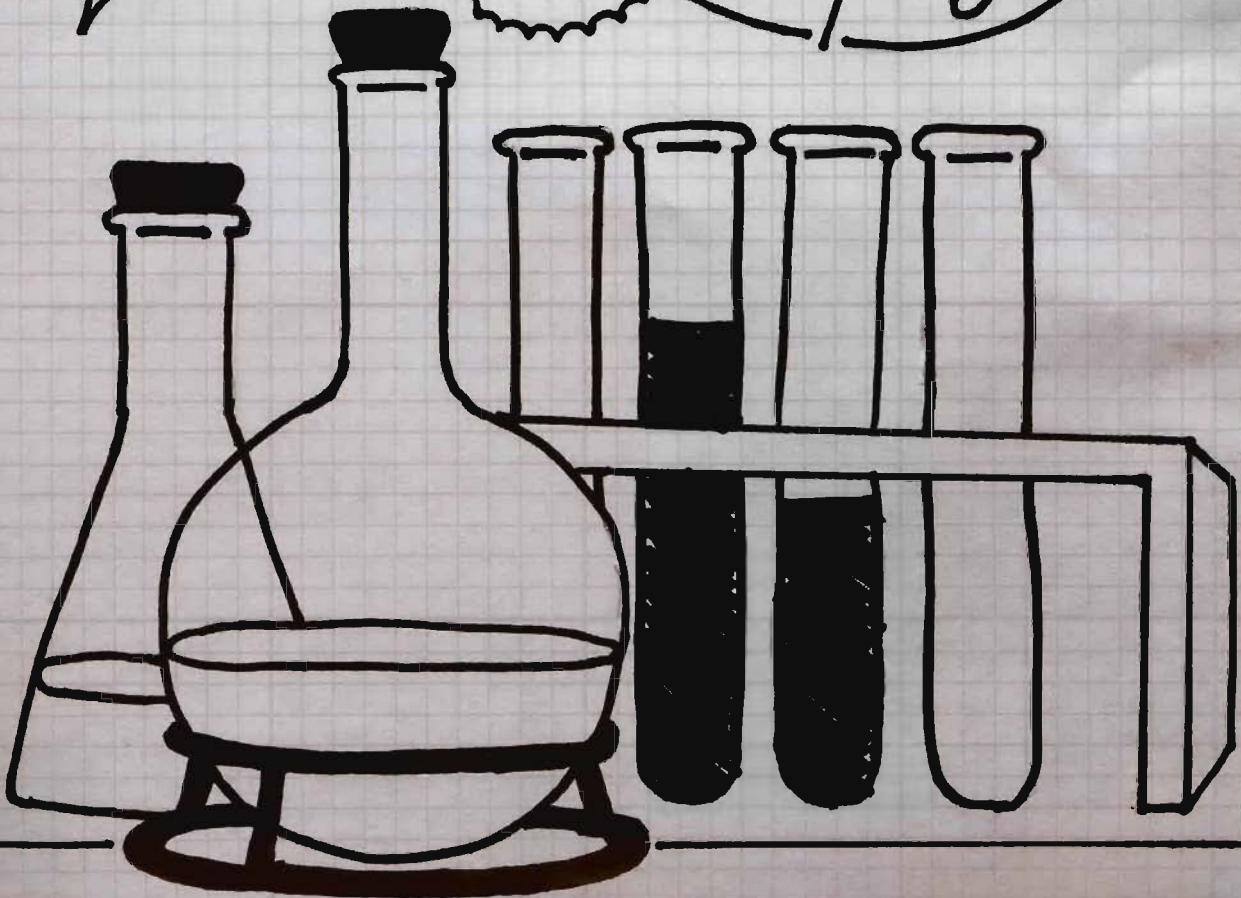
So let me ask you - what changes do you need to make to your offer now? DCS

DOTCOMSECRETS LABS

CONVERSION

TESTS

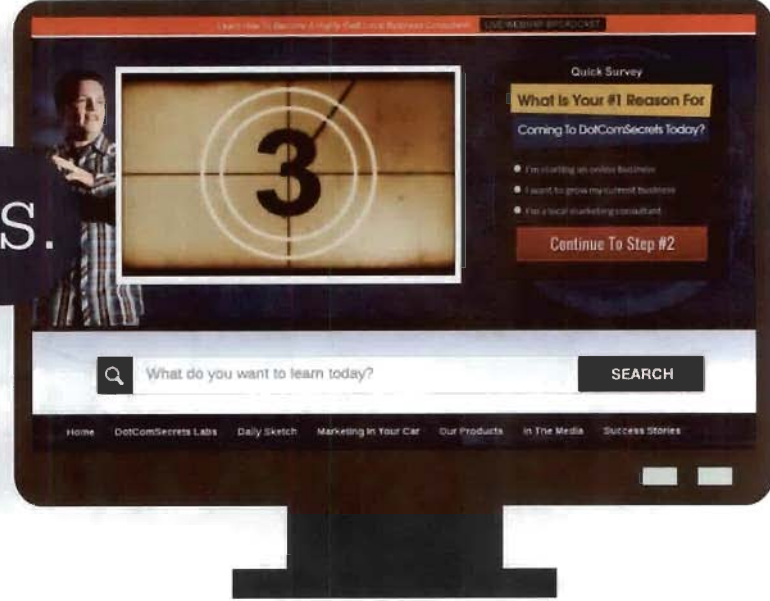
swipe & deploy



HELLO! WANT TO GIVE US SOME MONEY?

✘ Control

👑 With Hello Bar



VS.

Test by Russell Brunson and Todd Dickerson

I'm sure that most of you have websites that get traffic, but you never really monetize it that well. That is how my main blog has been for years. We get thousands of visitors everyday and get a percentage to optin, but the rest just come, learn some stuff and then leave.

Then one day Todd decided to throw up a "HELLO" bar at the top pointing people back to our DCS Local webinar.

We ended up getting a click through rate of 3.45% on the HELLO bar, 2.76% of the people who clicked registered for the webinar, and from those leads we are averaging about \$10 DPR (Dollars Per Registrant). Yes, that means that we are making an extra \$276 for every 1,000 visitors who come to our blog just by adding in this HELLO bar!

And the best part is that it also caused a 6.13% lift in regular optins (13.23% vs. 14.04%)! So it didn't decrease our regular engagement at all!

HOW THE NUMBERS STACKED UP



3.45%

OF BLOG VISITORS CLICKED ON THE HELLO BAR

2.76%

OF THOSE VISITORS REGISTERED FOR OUR DCS LOCAL WEBINAR

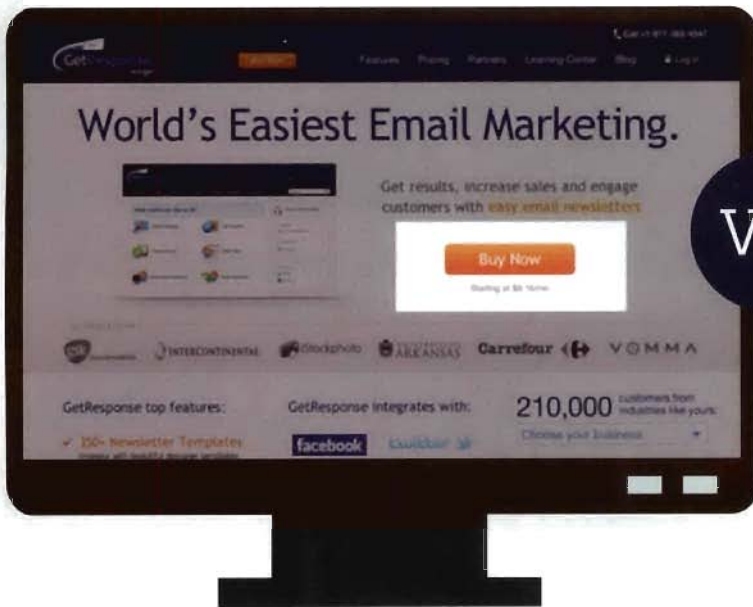


\$276

MORE MONEY WE EARNED FOR EVERY 1,000 VISITORS TO OUR BLOG AFTER ADDING THE "HELLO" BAR

BUY NOW VS. FREE TRIAL

✘ Buy Now Button



👑 Buy Now + Free Trial Button



By Russell Brunson

I recently read a cool article from Neil Patel from QuickSprout.com, where he was showing the conversion that GetResponse.com got on one of their recent tests. Here is what Neil posted:

You already know free trials convert better than a single option forcing people to buy now. But do you know by how much?

GetResponse used to have just a Buy Now button on their

homepage. But when they added a Free Trial button to their homepage, their signup rate went up by 158.60%.

Granted, their revenue didn't go up by 158.60% because some users cancel during the free trial period, but the overall revenue increase should still be well into the double digit percentages.

If you haven't tried leveraging a free trial strategy, you should consider testing it as I've never seen it lose... assuming you are offering a good product or service.

HOW THE NUMBERS STACKED UP



158.6%
MORE SIGNUPS

WHOA! NOT THAT FAST...

✘ Order Form Shown Immediately

👑 Order Button With Hidden Form



Test by Russell Brunson and Todd Dickerson

Over the past few months we have been testing showing the order button immediately on our video sales letters (VSLs) instead of hiding them until we reveal the price. In almost all of our tests (in the niches we are in) hiding the order button has hurt conversions.

We also found that having the order form on the same page as the VSL (instead of opening into a new page) also increased conversions. So, the next logical test was what would happen if you just removed the order button all together and immediately opened the order form. Seems like a logical test, right?

Well, this one was a shocking disappointment. We had a 43.42% increase by hiding the order form, and a 66.04% increase in EPC's.

What we learned is that people want the ability to order

EARNINGS PER CLICK



earlier (so show them the button now), but they still like to have the choice to click the "Add To Cart" button before they commit to buy.

ADD TO CART WHERE!?!?

👑 "Add to Cart" Button Above Video



Written by Russell Brunson

Okay, so I have the type of personality where I get excited *really* often... but seeing the results of this test literally kept me up all night. (Yes, I really am that big of a marketing nerd). We've been testing all sorts of awesome stuff to increase conversions on our video sales pages, and this idea had never even crossed my mind.

CONVERSION RATE



38%

INCREASE WHEN THE "ADD TO CART" BUTTON WAS MOVED ABOVE THE SALES VIDEO

Check out what Kimberly Snyder did on her VSL page above.

Yes, her "Add To Cart" button is *above* the video! Not only is that a cool test, but it increased her conversions by a *whopping* 38%! Her thought was that many people get so engaged in your video that they never even scroll down and see the "Add To Cart" button. This is one I'm going to test out tonight and I'll let you know our results!

FREE VIDEO TRAINING

Test by James Francis

The most widely accepted listbuilding tactic is to show your main offer immediately after somebody submits their email address on your squeeze page. This allows as many people as possible to see your offer without fail, leading to a higher amount of sales. But as everyone is doing this nowadays,

the question is... is it still as effective as it used to be? I tested this out to find the answer for myself.

Version one of the squeeze page sent people straight to the sales video as normal while version two sent people to a "pre-launch style" video tutorial series with an orange "Yes! Let Me In!" button below each free video tutorial.

FREE VIDEO TRAINING, CONT.

✕ CONTROL



👑 FREE VIDEO SERIES



VS.

Everything else was the same.

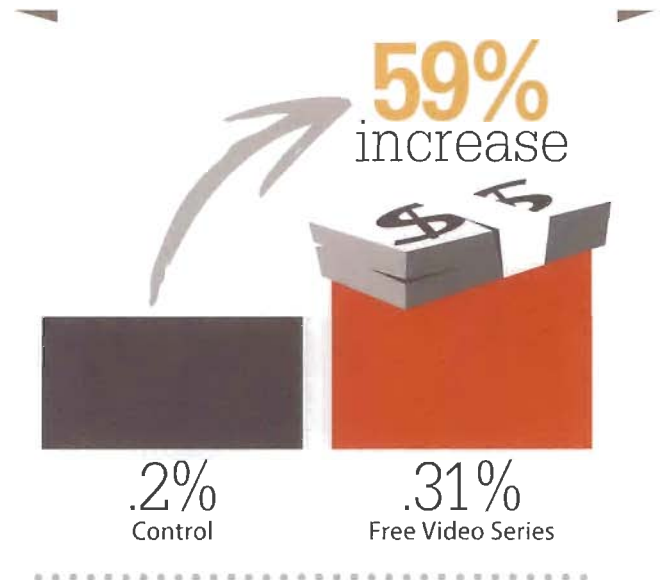
So which made the most sales? Although this goes against pretty much every sales funnel tutorial out there, giving free valuable content to your audience before showing them the offer apparently makes more sales.

The logic in this is pretty obvious when you think about it, as the free videos create trust and authority status, "warming" the lead to pay more attention to your offer. Plus it shows you actually care about your audience's results, because you're delivering value before asking for anything in return. So it's a win/win all around!

Obviously every sales funnel is different, so I'd recommend trying this out for yourself – but this result has been the same across all my clients' sales funnels too.

To implement this into your own sales funnel, just create three to five video tutorials around your main offer's topic,

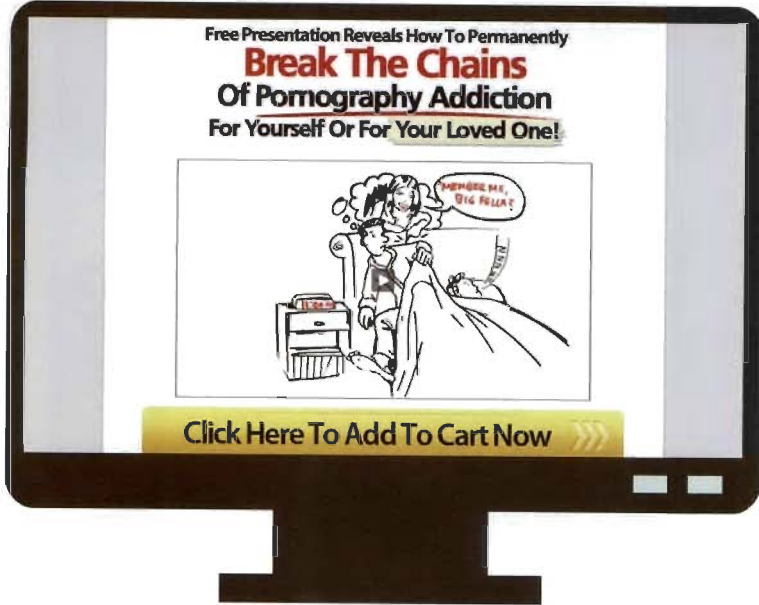
CONVERSION RATE



then drip feed them to your new leads via a follow-up sequence. Then change your thank you page URL to the first free video tutorial, and you're good to go.

HOW MUCH SHOULD I CHARGE?

Lower \$47 Price Point



Test by Russell Brunson and Todd Dickerson

This is a question that I get asked a *lot*, and I'm never really sure what to say. There are two schools of thought.

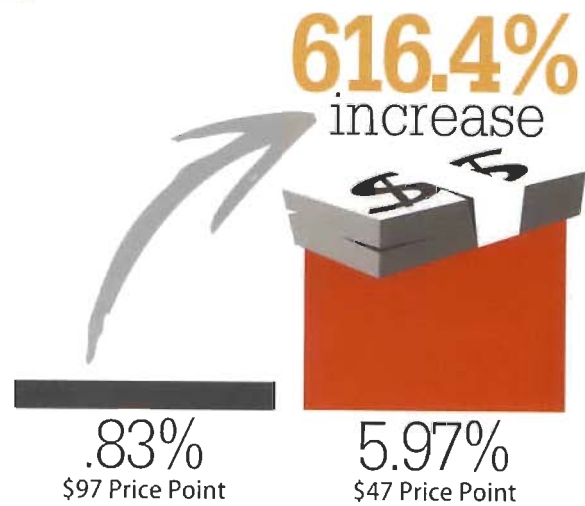
- First, charge low prices so you can get a *lot* of customers.
- Second, charge high prices so you have less customers and the same profits.

I'm not sure which is the right approach. Actually, I normally do a combination of the two... Charge low on the front end, and then super high on the backend.

We had been selling our pornography addiction product for \$47 even though we thought that it could and should be sold at \$97.

We ran a pricing test for a little while, but killed it fast

CONVERSION RATE



HOW THE NUMBERS STACKED UP

LOWER PRICE MORE MONEY

EVEN THOUGH THE \$47 OFFER CUT THE PRICE OF OVERCOME PORNOGRAPHY IN HALF, WE ALMOST DOUBLED THE AMOUNT OF MONEY MADE.

\$97 PRICE
1 SALE x \$97 = \$97

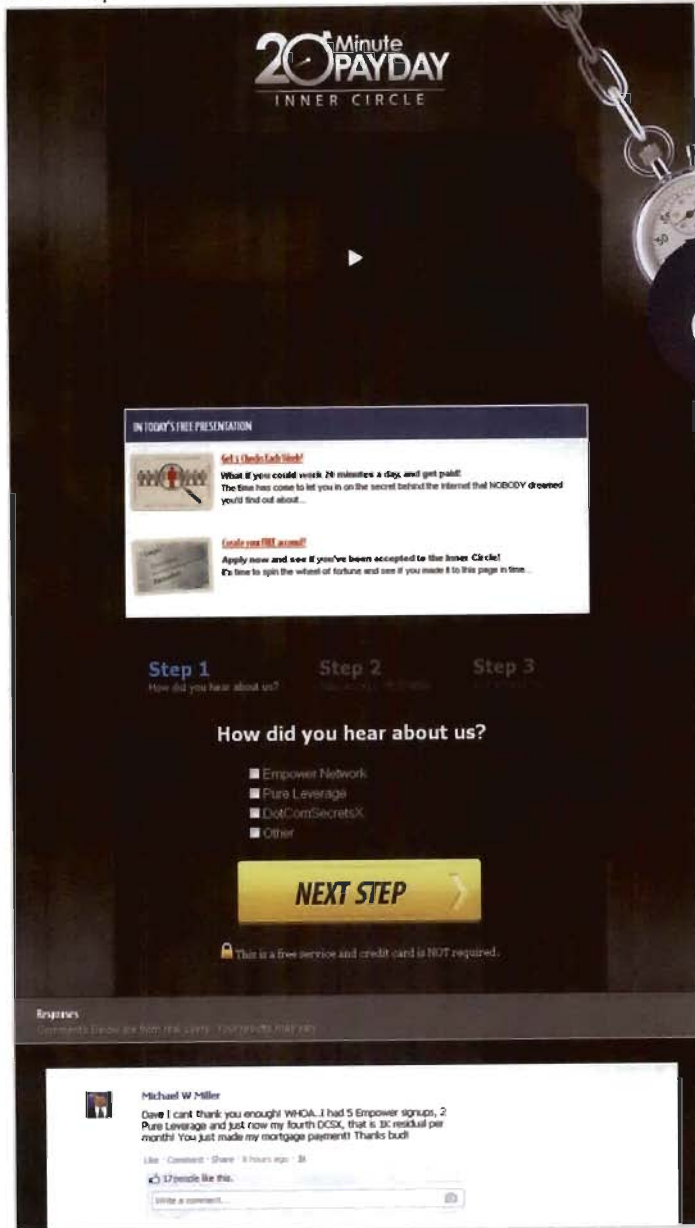
\$47 PRICE
4 SALES x \$47 = \$188 AND
4x AS MANY CUSTOMERS

when we found out that we had *four times* more sales at \$47 than we did at \$97. So, for this product, we actually got more customers *and* more profits by charging less.

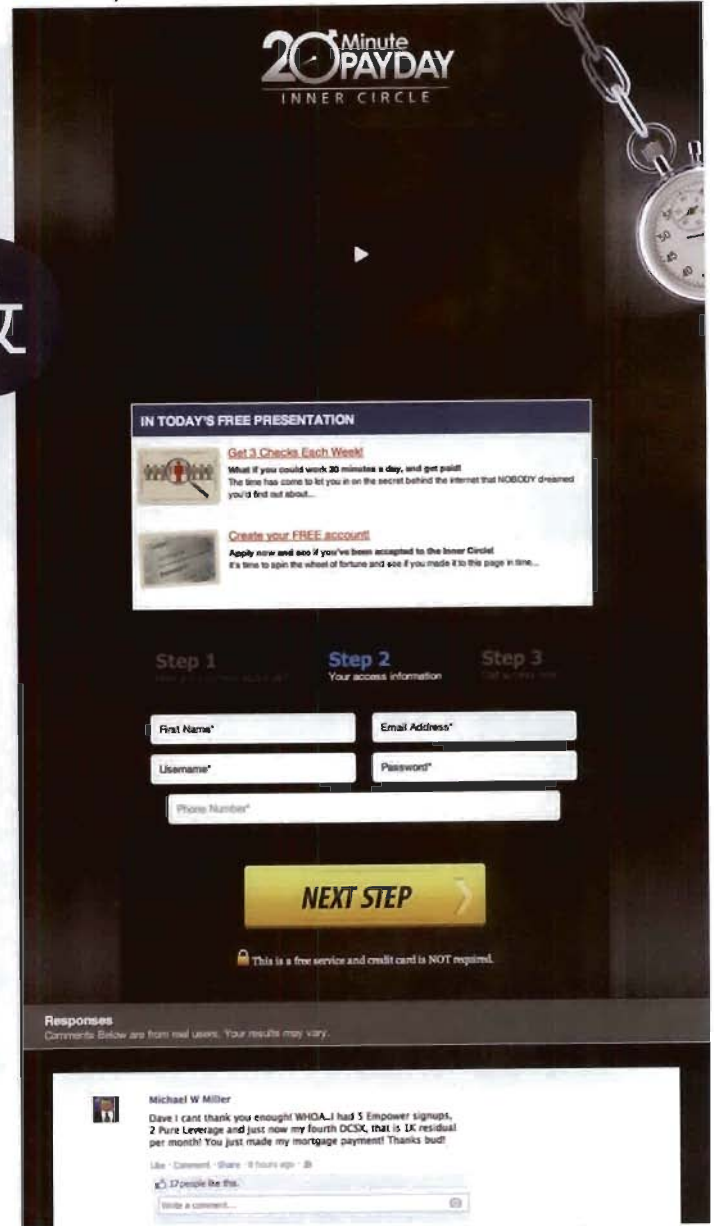
So, never assume you are right in pricing. Try testing out a few options and see which ones win!

41,000 OPTINS AND HOLDING STRONG

Step 1



Step 2



Test by Russell Brunson and Todd Dickerson

We recently launched a new system called 20MinutePayday.com. This is a free system that helps people promote three different business opportunities. I could write a book on the strategy behind the site, but in the first thirty days we received hundreds of thousands of

visitors and over 41,000 members.

We knew that a big surge of traffic was coming, so we were excited to test several elements.

I want to note that we did have a version of this page without the sales video on top, and it converted a lot higher,

Exit Pop

**Get 3 Checks
EACH WEEK!**
Work Only 20 Minutes A Day!

Are you alone?
You'd better be.
Because you've been personally selected to watch a video that stays between us.
And I mean that.
A video that could cost me my reputation.
Even my career.
If I reveal too much OR too little.
We're both playing with fire.
But a video that I'm making because it's a letter who's time has come...



The Time Has Come To Let You In
On the **Secret Behind the Internet** That
NOBODY Dreamed
You'd Find Out About...

It's a secret you already KNOW... somewhere deep down in your gut.
You've known it for as long as you've been online.

✘ Control (Stripped Down Version)

20 Minute PAYDAY
INNER CIRCLE

Step 1: Your personal information
Step 2: Your access information
Step 3: Your payment information

First Name* Email Address*
Username* Password*

NEXT STEP

This is a free service and credit card is NOT required.

Member Login | Terms of Service | Privacy Policy | Contact Us | Earnings Disclaimer

HOW THE NUMBERS STACKED UP



17%

OVERALL LIFT IN CONVERSIONS AFTER ALL ELEMENTS WERE ADDED TO THE CONTROL

but our backend numbers getting people to upgrade dropped dramatically, so we kept the video version because it presold our members and more of them purchased after they joined.

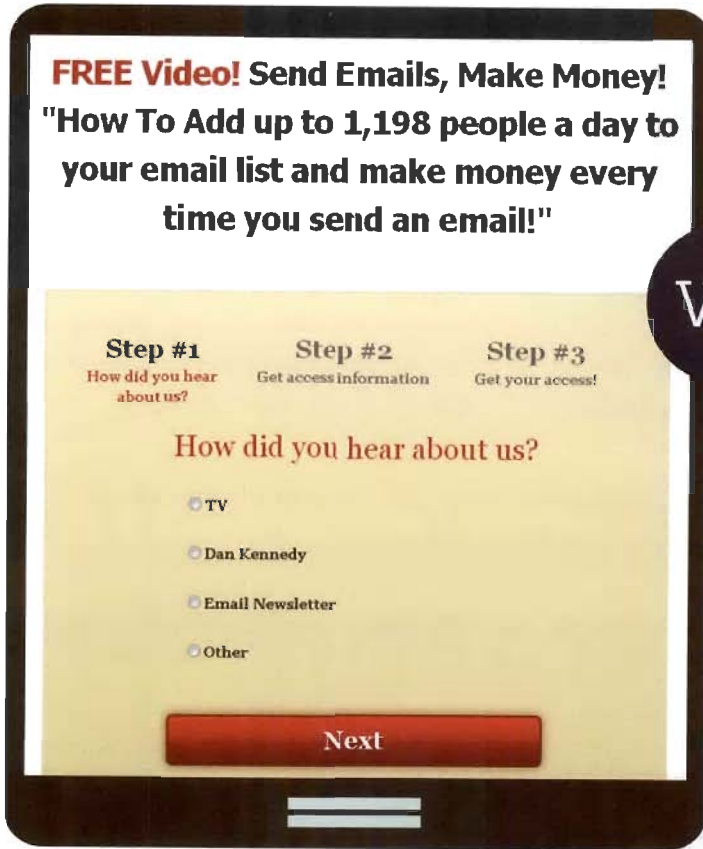
On this page we wanted to test several things that we've found to be true in past testing:

- First, we added Facebook style testimonials at the bottom of the page.
- Second, we added a video spoiler box under the video.
- Third, we used the mini survey style squeeze page.
- Fourth, we asked for phone numbers in the account creation process (something I thought was going to hurt conversions).
- Fifth, we added a sales letter version of the offer as an exit pop.

When all was said and done, and over 41,000 people had joined, we found that the winning variation utilized all of the testing tricks that we have been showing you (as well as asking for the phone number). When using all of these elements together we saw a 17% increase in total conversion.

DON'T BLINDLY FOLLOW. TEST EVERYTHING

👑 Control



✗ Mobile Responsive Version



VS.

Test by Russell Brunson and Todd Dickerson

We attempted to optimize our landing page for mobile to improve conversion. Every expert is shouting from the rooftops that you should make your landing pages 'mobile responsive.' Maybe so... but not all the time.

If you're going to build a mobile responsive version think it out as well as you think out your desktop version, there are plenty of html/css frameworks that turn regular designs into mobile sized ones with the resize of a browser but often everything changes regarding your presentation, the fold changes, the headline display changes, the opt-in boxes change.

Test everything. Don't throw up a responsive version unless you've tested and proven it out converts your regular one with mobile viewers. We're not giving up on using mobile responsive landing pages, we're just going back to the drawing board and trying again. Just keep in mind if your page already is usable on a mobile device, you may not have much to gain from a fully mobile version.

HOW THE NUMBERS STACKED UP



+7%
INCREASE IN OPTINS
WITH MOBILE
RESPONSIVE SITE



-83%
CHANGE IN PURCHASES
WITH MOBILE
RESPONSIVE SITE

STACKING THE PROOF

👑 Testimonials Stacked Below Video



Test by James Francis

Something I've always wanted to test is just how much "stacking the proof" affects conversions, but only lately have we had enough real success stories caught on video to test this out.

Firstly, I emailed customers of our Six Figure Shortcut offer to get their opinions about the course, asking for a short video testimonial just out of good will. A few weeks later, we got a huge amount of video testimonials back, which I then added below the sales video.

You can see what the section below the sales video looked like in the screenshot above... Then we just embedded all the video testimonials we had all the way down the page, ending with another "Add To Shopping Cart" button.

So which made the most sales? As you can see, the clear winner which doubled our conversion rate was the version with the video testimonials below the tutorial.

CONVERSION RATE



In my experience, there are two reasons why this happened...

First, people are usually pretty cynical in the "make money online" industry, so they're always looking for an unquestionable amount of proof. Having the headline of "Need More Proof?" enters the conversation they're already having in their mind, then the videos instantly overcome the "is this a scam?" objection.

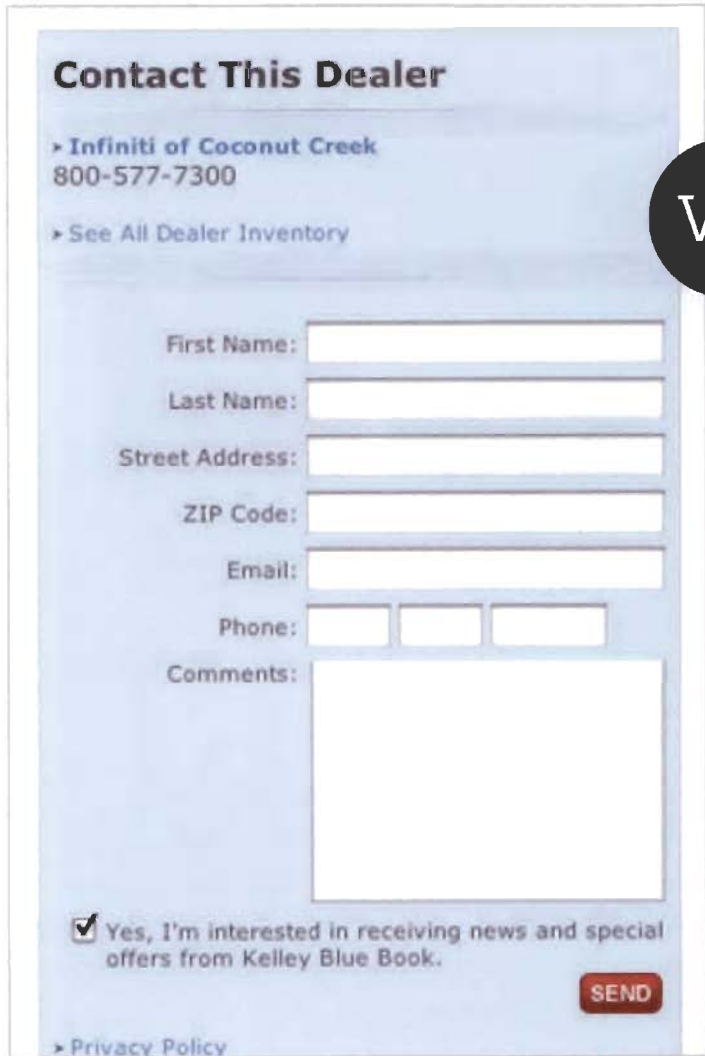
Secondly, the people in the videos themselves are a vast mix from all over the world. Customers will find at least one person in the videos they can relate to, which makes their buying decision a lot easier. Oh, and not to mention the videos are an element of social proof too (i.e. "Hey, all these people bought the product – I should too!").

So whatever type of offer you have, I'd strongly recommend collecting real video testimonials and adding them below your sales video. It'll make your offer look much more credible, plus based on our results, it'll increase your sales too.

WANT TO PLAY MAD LIBS?

✘ Standard Form (Control)

👑 "Mad Libs" Style Form



Contact This Dealer

> Infiniti of Coconut Creek
800-577-7300

> See All Dealer Inventory

First Name:

Last Name:

Street Address:

ZIP Code:

Email:

Phone:

Comments:

Yes, I'm interested in receiving news and special offers from Kelley Blue Book.

SEND

> Privacy Policy

VS.



I'm Interested

To:  **Lehmer's Buick Pontiac GMC**
1-866-607-2809
... More Info

From:

Your message:

Hello, my name is and I'm writing you today to learn more about the **2009 CHEVROLET SILVERADO 1500 LT** listed for **\$20,995**. I live at in the area and I would like to hear back from you soon and learn more about this vehicle. Please call me back on at your earliest convenience.

[personalize this message](#)

Thank you.

Yes, I'm interested in receiving news and special offers from Kelley Blue Book.

SEND THIS MESSAGE

Written by Russell Brunson

Years ago I saw someone test out this idea, but I never heard any feedback on if it worked or not. Recently I saw this blog post on lukew.com that showed some stats and got me wanting to test out this concept on optin pages and maybe even order forms.

They tested this concept on about a dozen of their sites and saw increases across the board from 25% to 40% or more!

HOW THE NUMBERS STACKED UP

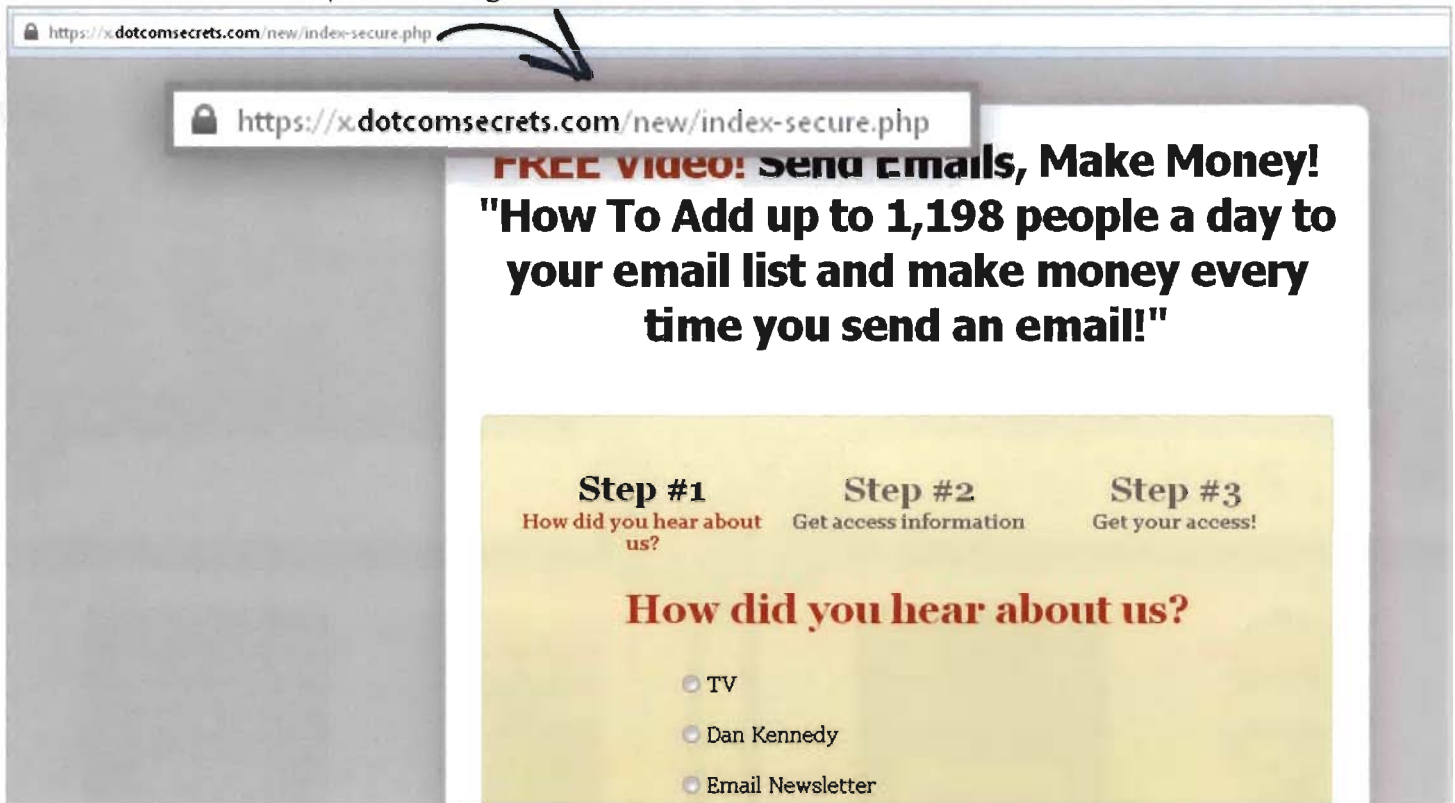


25-40%

INCREASE IN CONVERSIONS ACROSS MORE THAN A DOZEN SITES TESTED.

ARE YOU SECURE ENOUGH?

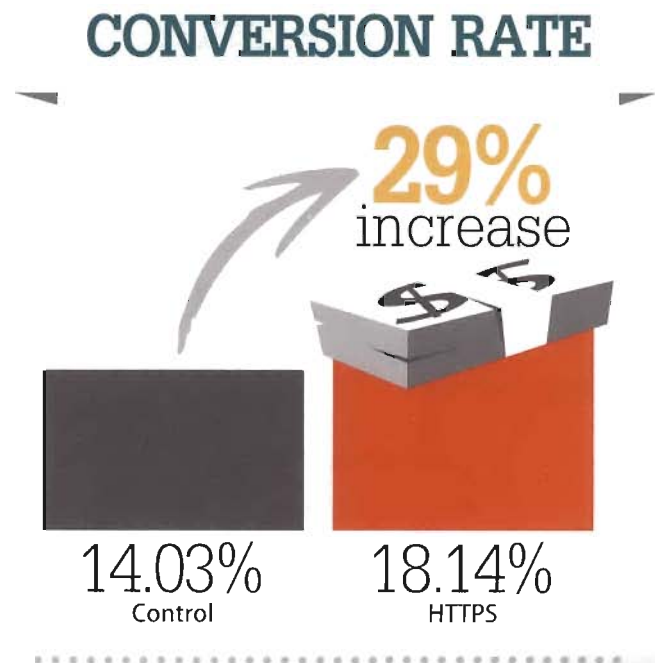
👑 HTTPS Secure Squeeze Page



Test by Russell Brunson and Todd Dickerson

I think that we've all known for a long time that having a secure order form is necessary because it makes people feel more comfortable putting in their credit cards. But Todd recently asked a really interesting question: "Do you think that having your squeeze page on a secure page (so people can see the https) would increase response?"

This test was a little hard to pull off because it wasn't something we could easily setup in website optimizer, but after a few days he found a way, and we're so happy he did. By making our squeeze page secure, we saw an increase in optins of 29.26%! Because of this test we have changed our standard operating procedures (SOPS) to make all pages in every funnel secure (and you probably should too)!



AN OBAMANATION



Free Video For Conservative Men Over 50

Obama & The FDA Want This Shocking Video Banned!

Simply enter your best email address to get access to this video.

Free Instant Access

✘ United States Flag



Free Video For Conservative Men Over 50

Obama & The FDA Want This Shocking Video Banned!

Simply enter your best email address to get access to this video.

Free Instant Access

👑 Girl in a Bikini

VS.



Free Video For Conservative Men Over 50

Obama & The FDA Want This Shocking Video Banned!

Simply enter your best email address to get access to this video.

Free Instant Access

✘ Obama Cartoon



Free Video For Conservative Men Over 50

Obama & The FDA Want This Shocking Video Banned!

Simply enter your best email address to get access to this video.

Free Instant Access

✘ Obama Photo

HOW THE NUMBERS STACKED UP



43%
CONVERSION RATE FOR UNITED STATES FLAG VERSION

37%
CONVERSION RATE FOR BOTH OBAMA VERSIONS



45%
CONVERSION RATE FOR GIRL IN A BIKINI VERSION - MAKING IT THE WINNING LANDING PAGE

Contributed by Justin Goff

This split test was submitted by Justin Goff, which was very interesting for me because, like a large majority of our traffic, it came from conservative news sites. My guess was that cartoon Obama was going to win, but sure enough, the girl in the bikini beat out the president. Here's what Justin said about this test:

This was used for cold traffic from an email newsletter that we bought a solo ad in. It's for a product of ours targeted to older, conservative men. The conversion rates held steady

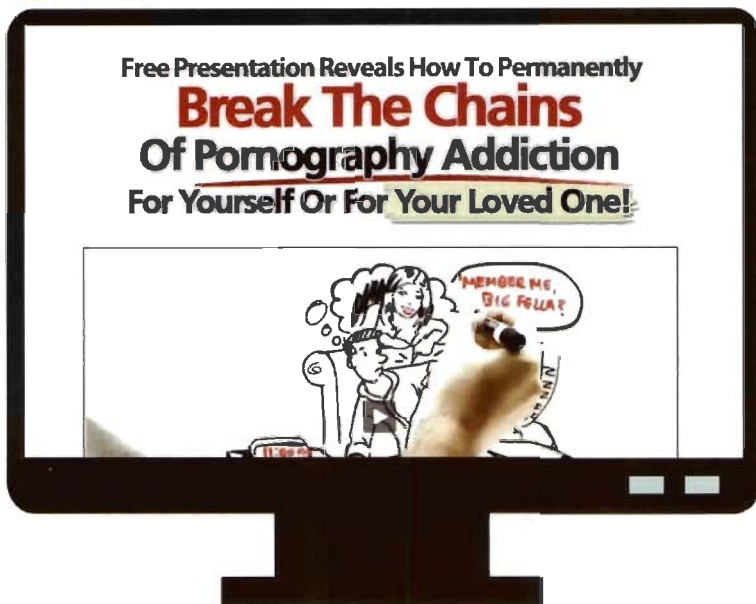
for almost all email sends that went to these landers. There were two big things I learned from using these:

First, like anything, good looking women usually do very well in ads and landing pages. That's my "go-to" type of landing page to start testing before anything else.

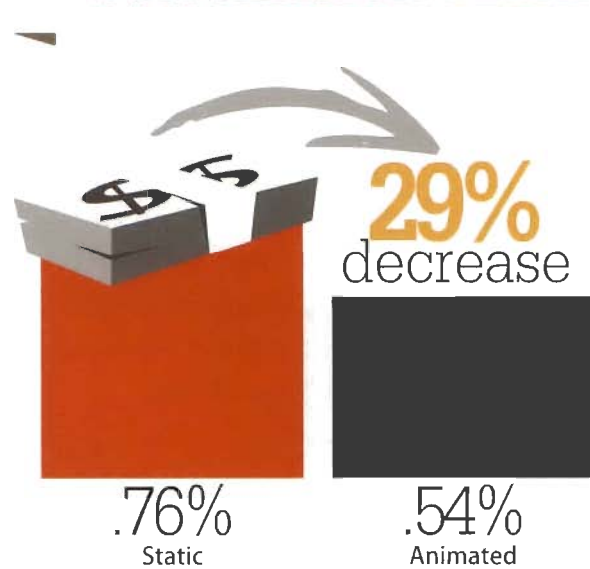
Second, newsletters have the best optin rate I have found. People on newsletters are *far* more likely to subscribe to another newsletter or to optin versus cold traffic coming from somewhere like Facebook. We usually see about three times the optins from newsletter traffic.

ANIMATED VS. STATIC HEADLINES

Static Headline



CONVERSION RATE



Test by Russell Brunson and Todd Dickerson

This test has been a little confusing for me. We've had the animated version (where the headline text comes in line by line) win a few times and the static headline win a few times.

With our overcome pornography product we are finding that the animated version is losing by 28.52%.

So the moral of this story is to make sure to test each version of your headline before you guess on the winner.

DOES FREE SHIPPING BOOST SALES?

👑 Free Shipping Offer



✗ Shipping Added In Cart (Control)



VS.

Written by Vishen Lakhiani, MindValleyInsights.com

I was reviewing the performance of our different product packages and realized that we may be turning customers away by the way we presented shipping options. We offer three types of packages: the Silver Collection (a digital product downloaded through our online library), the Gold Collection (physical product shipped to our customers), and the Platinum Collection (a combination of both).

For both the Gold and Platinum Collections, the pricing was based on an upfront pricing model – in essence, prices were low to attract customers but they did not include shipping cost. The problem was that shipping got added on AFTER a customer made the purchase. The extra \$7.95 on their checkout though, might have been turning a few folks away.

As such, when customers clicked on either of the premium packages they would be taken to the following check out page and be confronted with taxes and shipping fees:



Clearly this may have turned off a few puzzled customers. In short, a bad user experience.

On the one hand I did not want to bear the costs of shipping and increase overheads but on the other hand I did not want to discourage our customers to quit their purchase at the last minute and feel that they were not getting the deal that they had been promised.

And so I decided to test a Free Shipping promo to customers in the United States and Canada.

The results were amazing. Not only did we experience a 55% boost in conversion but we also calculated that the promo beat the original upfront model with 99.9% statistical significance. We even noticed that the free shipping promo was so effective that it boosted even the sales of our digital products, that required *no* actual shipping.

With the following stats from freeshipping.org, it is even more apparent that customers will happily buy your product if there are no shipping costs:

- 43% of shoppers abandon their shopping carts because of unexpectedly high shipping charges
- 72% of consumers said if a site didn't offer free shipping, they would use another ecommerce site that did
- 61 % of consumers will likely cancel their entire purchase if free shipping isn't offered
- 78% of online customers said shipping costs discouraged them from online purchases
- 90% of respondents said free shipping offers would entice them to spend more online

Of course it is clear that online marketers should implement free shipping but it has to be in a way that does not increase

CONVERSION RATE



overheads. A simple way to do this would be to reassess the pricing of your products to ensure that shipping costs are included in the package price or offer free shipping for selected items i.e. the Platinum package.

Whichever method you use, ensure that you emphasize that there will be no hidden shipping costs on the pricing page so that your customers know what to expect when they add your product to their shopping cart. A simple free shipping badge should do the trick:

FACEBOOK & PAYMENT PLANS

Written by Roland Mirabueno, MindValleyInsights.com

Payment plans are usually done in two installments: first during the main transaction and the second after 30 days. All of our products can be purchased with payment plans, but it has always been pitched as a secondary option to the main sales offer at full one-time-payment price (see our

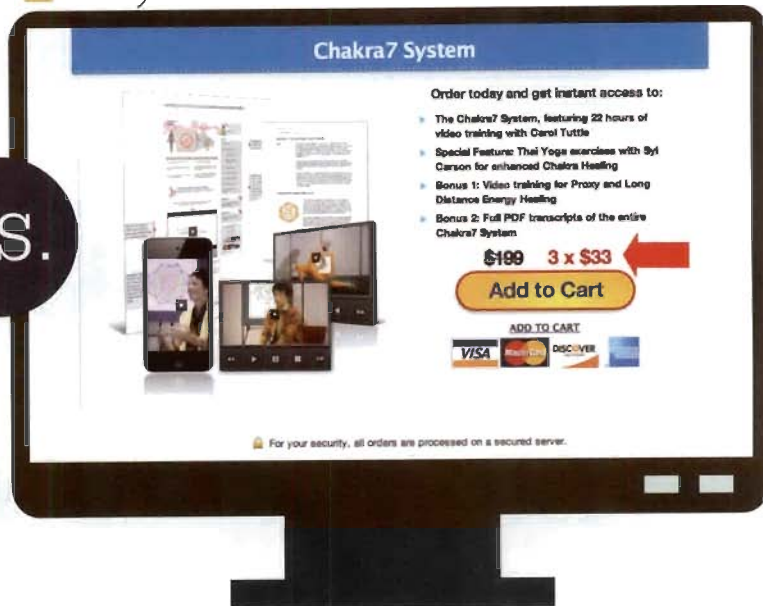
sales offer for Chakra Healing in which we already offer a 50% saving).

But this got us thinking – should the Order Menu on the landing page reflect the interest and the traffic source of the buyer? After all, a customer from a search engine who has been actively searching for your product is a totally

FACEBOOK & PAYMENT PLANS, CONT.

✖ 50% Off With Payment Plan Option

👑 3-Payment Plan



VS.

different type of buyer compared to a Facebook surfer who stumbled upon your ad or was targeted by your campaign.

As such, we decided to run a test on our landing page for Chakra Healing by replacing the standard order menu and dividing the main sales offer price into three payment plans. Instead of offering the \$199 product for one payment of \$99 we split the 50% offer into three payments of \$33 each.

Our results from Website Optimizer were very interesting! The new Chakra Healing Order Menu boosted sales by 75.6% and had a 98.6% chance of beating the original version.

There you have it – to help ensure that your Facebook Advertising strategy doesn't fall through at the last minute when someone clicks on your Facebook Ad only to turn away when they see the full price on your order menu, always make your sales offer as appealing (and affordable) as possible, no matter the product price.

HOW THE NUMBERS STACKED UP



50% OFF THE FULL PRICE OF \$199
= 1 PAYMENT OF \$99

VS.

50% OFF THE FULL PRICE OF \$199
= 3 PAYMENTS OF \$99



75.6%

MORE SALES WITH THE NEW CHAKRA HEALING ORDER MENU OFFERING 3 PAYMENTS OF \$33 EACH.

FREE SHIPPING ON FACEBOOK

Free Shipping Offer



Shipping Added In Cart (Control)



Written by Roland Mirabueno, MindValleyInsights.com

After running a Free Shipping promo on our products it became clear to us that online marketers should implement free shipping but always emphasize that there will be no hidden shipping costs on the pricing pages. This then got us thinking – would we benefit from offering free shipping (on top of a payment plan) to our Facebook friends?

We did the next logical thing – test, test, test – so this time we tested Free Shipping for the US and Canada on

our Silva Life System and Quantum Jumping Facebook Landing Pages. And...

Our results from the Website Optimizer showed a collective 50% boost in sales! For Silva Life System, a 33.4% boost on sales was recorded together with a 93.4% chance of beating the original version. For Quantum Jumping we experienced a 26.7% sales boost with 88.5% chance of beating the original order menu. Bottom line? Free Shipping wins hands down – so don't give your Facebook customers a reason to abandon their carts by surprising them with a shipping charge.

HOW THE NUMBERS STACKED UP



50%
COMBINED BOOST
IN SALES BETWEEN
TWO OFFERS

TWO MAGIC WORDS INCREASE CONVERSIONS BY 28%

✕ Control

👑 Two Magic Words



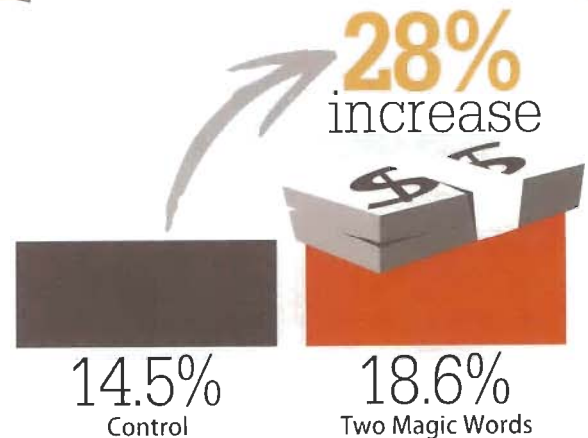
Written by Russell Brunson

This test was posted on the Visual Website Optimizer blog page and was so simple we're adding it back in to dozens of pages to see if it will beat our control.

This test ran on Social.com. They didn't change anything on their page, they just added two magic words. Can you see them in the screenshots above?

Yes, adding the two words "it's free" increased response by an amazing 28%! Do you have any buttons that you can add the "it's free" text next to?

CONVERSION RATE



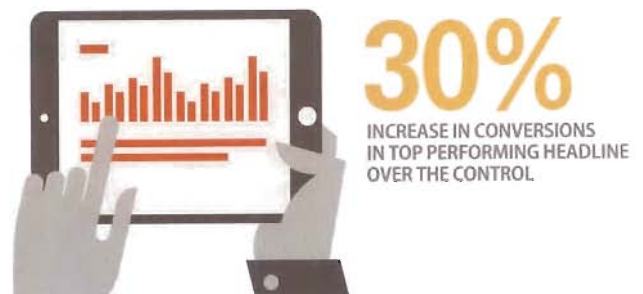
HOW FAST IS YOUR HEADLINE?

Written by Russell Brunson

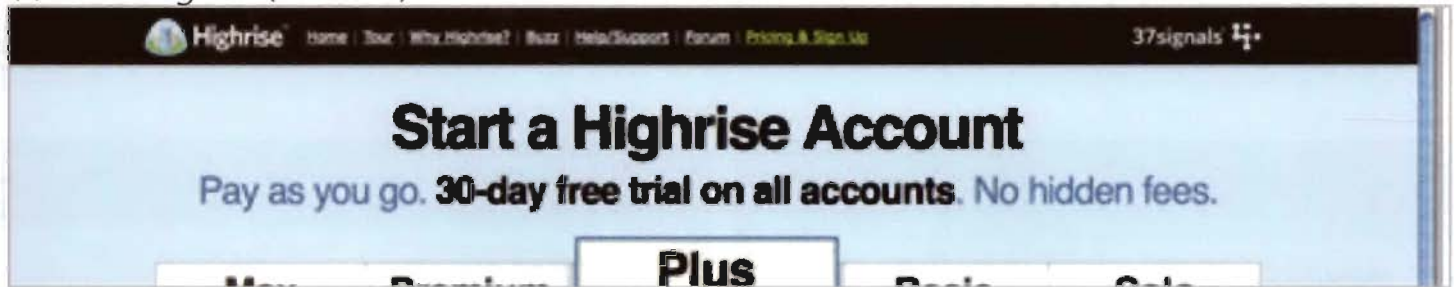
37Signals.com just posted a really cool headline test that I thought was interesting. You can see the five headlines they tested on the next page.

You'll notice that the winning version focused on the 30 Day Trial and the speed of signing up. As we are getting close to launching our new SAAS product we are looking very close at tests like this.

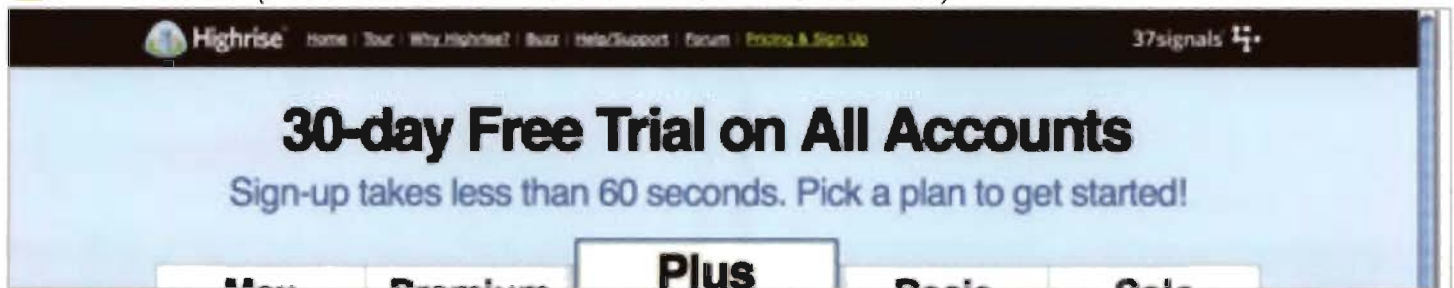
HOW THE NUMBERS STACKED UP



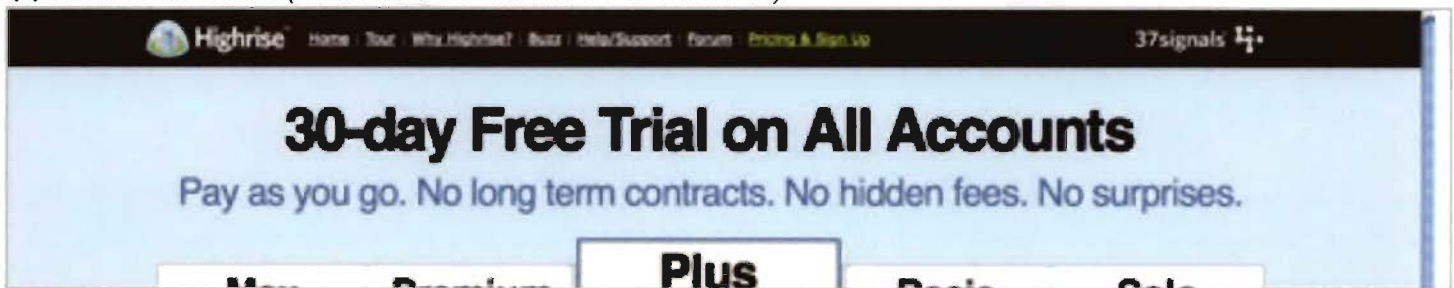
✘ *The Original (Control)*



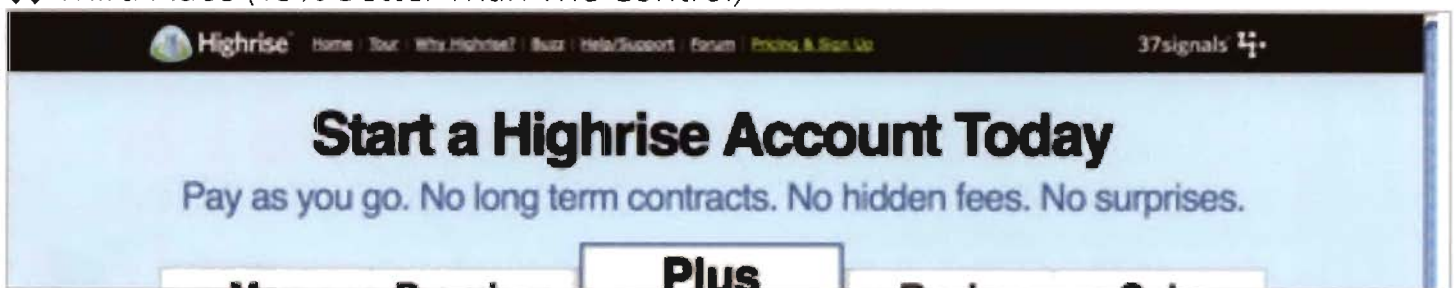
👑 *The Winner (30% Better Conversion Than The Control)*



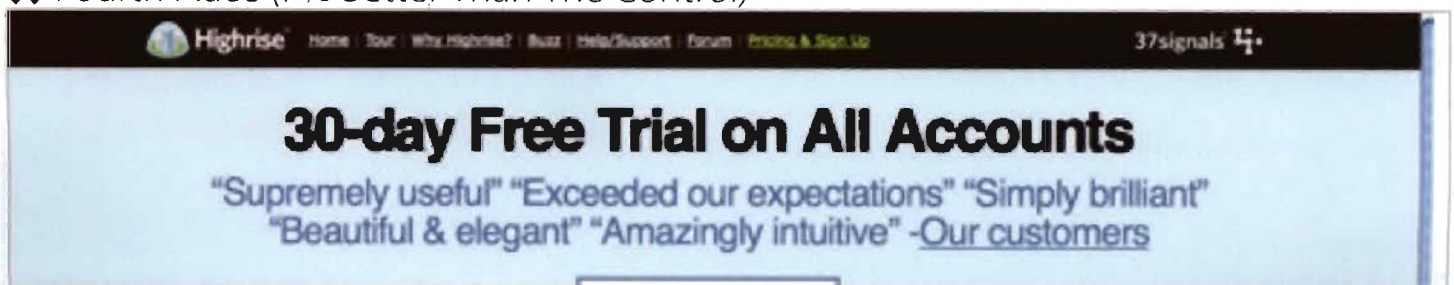
✘ *Second Place (27% Better Than The Control)*



✘ *Third Place (15% Better Than The Control)*



✘ *Fourth Place (7% Better Than The Control)*



DON'T GIVE ME SO MANY CHOICES!

✘ 25 Options (Control)



👑 Simplified Design



VS.

Written by Russell Brunson

Tim Ferris recently posted a few cool tests on his blog at www.fourhourworkweek.com, and I thought that this one was very important and useful. They were doing a test with the Gyminee/Daily Burn landing page.

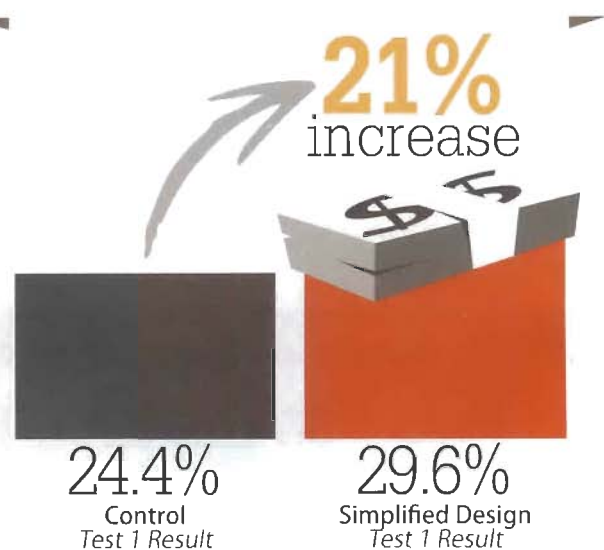
Now, a few things to notice. First, the control had 25 above the fold options that visitors could click on. The page was a lot longer, and had more information that people could see. Second, the test page only had five options. Everything below the fold was cut out. They only focused on the top block.

- Test 1 Conversion Rates: Original (24.4%), Simplified (29.6%), Observed Improvement (21.1%)
- Test 2 Conversion Rates: Original (18.9%), Simplified (22.7%), Observed Improvement (19.8%)
- Conclusion: Simplified design improved conversion by

an average of 20.45%.

The moral of this story is to try to cut out as many options as possible. Remember, a confused mind always says no.

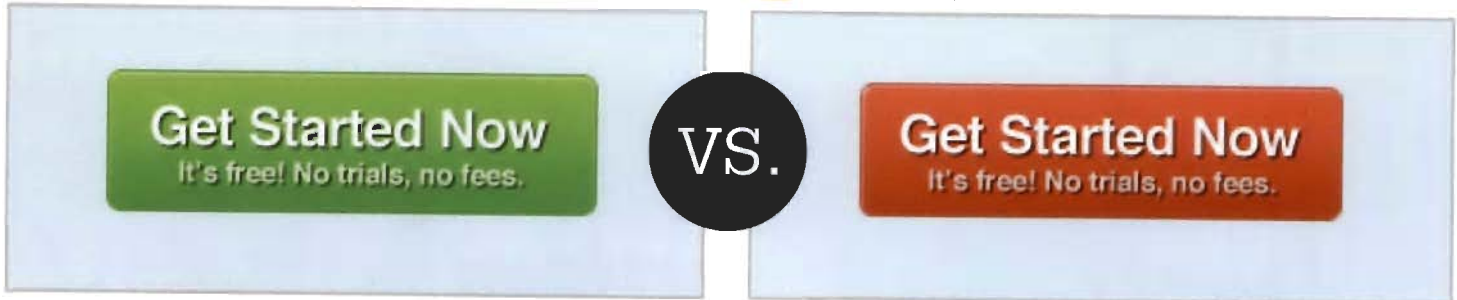
CONVERSION RATE



RED OR GREEN BUTTON?

✕ Green Button

👑 Red Button



Written by Russell Brunson

Dan McGrady from <http://dmix.ca/> posted a simple test where they changed the color of their signup button from Green to Red.

The test was simple, and the shift from green to red increased conversion rates by 34%!

He also tested changing the button text from "Signup For Free" to "Get Started Now." The increase in conversions here was only 7% but did show that people favored

getting started now, probably because it was an easier sounding commitment than signing up for free.

HOW THE NUMBERS STACKED UP



34%

INCREASE IN CONVERSIONS BY CHANGING THE SIGN UP BUTTON COLOR FROM GREEN TO RED.

THE SPECIFIC HEADLINE

Written by Russell Brunson

Recently I was reading a post on ViperChill.com from Glen Allsopp and found two tests he posted that I thought were very interesting. The first was a headline test (which I love because you can always model the framework of a headline for your own business) and the second was a tweak to add above your order buttons. Let's start with the headline test:

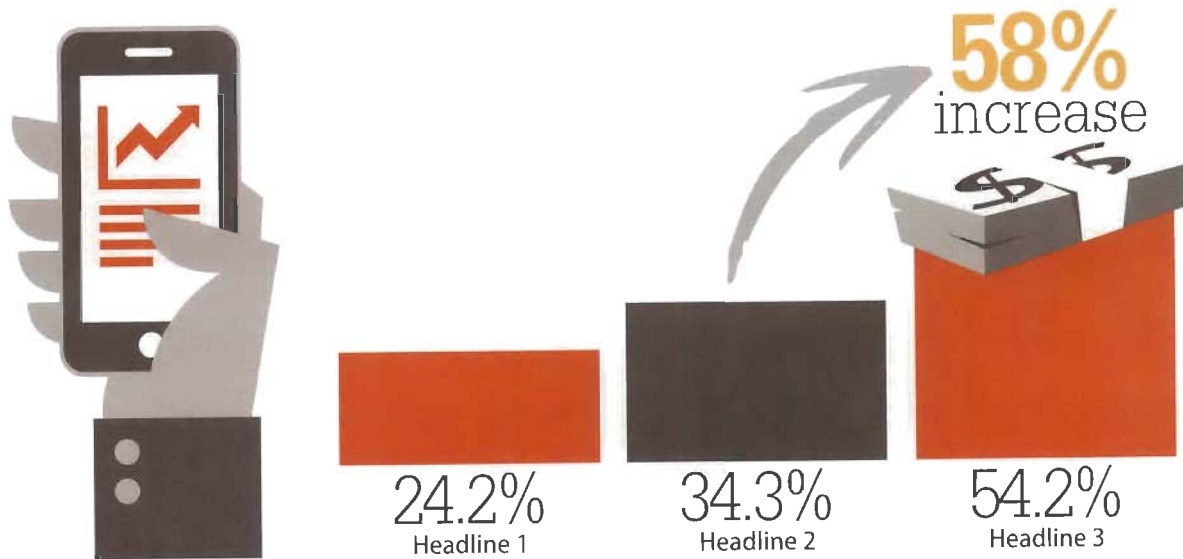
- **Headline 1:** "Discover How You Can Grow Your Blog to

10,000+ Subscribers in Just 12 Months"

- **Headline 2:** "My Free PDF Reveals How to Get 10,000+ Blog Subscribers in Just 12 Months"
- **Headline 3:** "Discover How This Very Blog Grew to 10,000+ Subscribers in Just 12 Months"

You never really know why a headline wins, but I think this one has to do with the fact that headlines one and two may seem in the mind of the reader to just be something that

HEADLINE CONVERSION RATES



✘ Limited Time Offer

👑 Get Cloud Blogging

Limited Time Offer, Just \$37

Add To Cart

Click Here To Add To Cart

* Get instant access - even at 2am - Guaranteed!

VS.

Get Cloud Blogging: Just \$37!

Add To Cart

Click Here To Add To Cart

* Get instant access - even at 2am - Guaranteed!

was made up, where headline three is specific to something that actually happened.

My guess is that if he made 10,000 a specific number like 10,423 he would see an even greater lift.

The second example was something I hadn't thought about testing, which is why I wanted to share it. By changing the copy immediately above the order button, he saw an increase in conversions of 39%. This will be the next section that we're testing on all of our websites.



TIME CONTINUUM LANDING PAGES



Written by Russell Brunson

I read an email from Jim Yaghi (from jimyaghi.com) where he discussed the concept of time continuum landing pages. It's a simple way to change the frame of your headline that can have a huge impact on conversions. Read this section of the email to understand the concept:

"We called it Time Continuum Landing Pages..."

"Because of the way it works."

"Essentially, the theory I based it on is to do with linguistic tense. My MSc and PhD topics were both on computational linguistics- knowledge from which I borrow heavily."

"The theory:

"Things that occurred in the past are EXPIRED and no longer valid (ie false). And things that are to happen in the

future, eg, conditional statements, "you're about to"-type statements, are unproven and hard to believe (also false).

"But things that are in the present, are currently happening and cannot be disputed (ie true!)."

"There's a lot more to it - and even Ben had difficulty doing it alone...but that is the gist of it."

"So the landing page copy we came up with was:

"Simple Email Tips Putting Money In Bank Accounts RIGHT NOW..."


"Top email specialist is divulging 24 proven ways to get people reading and buying EVERY TIME you send them email... Use the form below to open it now..."

This concept is something you can (and should) start testing on your emails, subject lines, headlines, etc...

A BIG RISK WITH A PAYOFF

✕ Long Copy Version (Control)

Want to unblock those weak or closed Chakras to start living a balanced life? Scroll down to check out a special 30% OFF deal on Carol Tuttle's Chakra7 System.



“ Is a weakness in your **7 Chakras** sabotaging your reality? ”

A DEFICIENCY IN YOUR ENERGETIC ECOSYSTEM COULD BE BREAKING HAVOC IN ONE OF SEVEN AREAS OF YOUR LIFE.

REINVIGORATE IT WITH THE CHAKRA7 SYSTEM.

As you read the words on this page, an incredible ecosystem of energy is flowing through you. It controls your emotions and dictates your desires. It influences your strengths and weaknesses. It has been there since you were born, and will stay with you until you die.


Like any other ecosystem, its parts work in tandem, and determine the strength of the whole. Your energetic ecosystem is known as the 7 Chakras—and just like how the flora and fauna in a rainforest rely on each other to create an optimal living environment, your 7 Chakras work together to create an optimal life for you—when they're properly strengthened.

The big question is...

These are your Chakra Test results:

CHAKRA TEST RESULTS FOR TEST

- YOUR Root Chakra is WEAK
- YOUR Sacral Chakra is WEAK
- YOUR Personal Power Chakra is WEAK
- YOUR Heart Chakra is WEAK
- YOUR Throat Chakra is WEAK
- YOUR Intuitive Chakra is WEAK
- YOUR Crown Chakra is WEAK



👑 Video Version

Your Chakra Test results are ready!

Watch the video below for an in-depth explanation of your results
Check your email - we've also sent a copy of your results to your inbox

understand your TEST results

Your Chakra Test results:

- Root Chakra
- Sacral Chakra
- Personal Power Chakra
- Heart Chakra
- Throat Chakra
- Intuitive Chakra
- Crown Chakra

Haven't taken Chakra test yet? Click here and find out your results.

page that visitors see right after they've signed up and entered their email address, where we offer products at an appealing discount for a limited period. This has been a successful strategy so far, which is why we go to great measures to innovate on these pages by applying careful and extensive research.

Previously, Justyna Jastrzebska – Senior Partner at Mindvalley, highlighted the importance of adding an intro video in your funnel sequence for better engagement with customers.

But we decided to take this concept a step further by testing two OTO pages for our product Chakra Healing, using two different frameworks:

- A Normal OTO that contains long copy similar to most of our OTO pages and only reveals the intro video in the funnel, and;
- A New OTO that features the pre-lesson intro video and

"Great Minds on Chakra"

The Dalai Lama acknowledges the importance of Chakras. In his critically acclaimed meditation book *Mind in Comfort and Ease*, His Holiness the Dalai Lama discusses the locations of the Chakras, and the life-influencing energies that flow through them. He is one of the many spiritual and scientific leaders who frequently discuss the crucial role Chakras play in our lives.

- The Dalai Lama



Is your energetic ecosystem working the way it should?

And importantly, do you know how to influence it? Imagine having the ability, at any given moment, to instantly uplift any aspect of your life by tapping into one of your 7 Chakras, and empowering it.

Need to perform better at work and get that raise or promotion? Strengthen your 1st Chakra. Want to eliminate misunderstandings and connect better with your spouse, kids, friends and co-workers? Work on your 4th Chakra. Want to spice up your sex life and enjoy mind-blowing orgasms? Unblock your 2nd Chakra. Need to lose that excess flab and look good in your clothes? Again, work on your 1st Chakra.

This is the foundation of the ancient science known as Chakra Healing—an effective, spiritual and completely natural way to break free from the shackles of personal limitations, and start living on your own terms.

Written by Roland Mirabueno, MindValleyInsights.com

One-Time-Offer or OTO pages happen to generate great revenue for Mindvalley. An OTO page is the sales

a timed order menu. This means that the menu is set to appear during a specific time after the video starts playing. So instead of including the video in the funnel, we featured it on the OTO page, and the order menu appears a few minutes after the visitor presses play.

Both require the customer to take a Chakra Quiz on the landing page and submit their name and email address to access the quiz results.

Here is the framework for the Normal OTO, with the pre-lesson intro video featured in the Funnel:

- Take up the Chakra quiz on the landing page,
- Submit name and email to receive quiz results,
- Redirect to the OTO with long copy to purchase product, and
- Welcome email on the funnel linking to lesson 0

And here is the New OTO framework, with the pre-lesson included on the OTO page:

- Take up the Chakra quiz on the landing page,
- Submit name and email to receive quiz results,
- Redirect to the OTO page with lesson 0, and
- Welcome email on the funnel

This New OTO was a massive innovation and we had to approach this test with a lot of caution, as we could've ended up doing more harm than good if the test failed.

Here are some precautionary tips that we followed to increase the probability of a successful test:

1. To engage people who signed up, we discussed the Chakra Quiz Test on the video.
2. As mentioned, we timed the order menu. This way, the customer wouldn't be distracted by it before they even begin watching the video.

3. We removed the long copy to keep the customer's attention on the video.

So how do you think the New OTO framework fared with our sales? Did it hurt us or help us?

The answer is...

The new framework *boosted* our sales on the OTO by 33%. So the risk of innovating on a cash cow paid off.

The bottom line is, a risk is worth taking if you invest enough research and time on innovating it. You will have to deal with the polar opposites of the results, of course. If you succeed, the increase in sales will be significant. And if you fail, the decrease in sales will also be significant.

In our case, the 33% boost in sales benefited us immensely because it became one our top-performing pages.

But it gave us a new perspective on how to plan future sales campaigns and product launches. And ultimately, we were able to understand our customers and prospects better.

HOW THE NUMBERS STACKED UP

THE RISK AND THE PAYOFF

EVEN THOUGH THEY WERE USED TO USING LONG COPY FOR THIS TYPE OF OFFER, MINDVALLEY'S VIDEO OTO TEST PAID OFF BIG TIME...



33%

INCREASE IN SALES WITH VIDEO VERSION OVER LONG COPY PAGE

230% BOOST IN CONVERSIONS WITH A HEADLINE REDESIGN

✘ Control



✘ No Image

Why Do Some People Stumble And Fall, While Others Have It All?

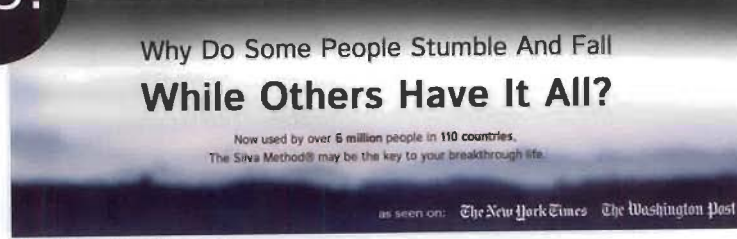
Now used by over 6 million people in 110 countries, The Silva Method® may be the key to your breakthrough life.

as seen on: The New York Times The Washington Post

VS.



👑 Light Blue Image



✘ Dark Blue Image

Written by Natasha Zolotareva, MindValleyInsights.com

Most product pages pair up their headlines with an image, but experience tells us that design can support as well as hurt conversions. So we decided to test if changing our headline deco could impact conversions. Check out these two tests and their results, and feel free to emulate them for your business:

1. Removing the Image

At the top right you can see the original headline design on one of our landing pages for the Silva Life System. This particular style added a touch of elegance to the site. But we were concerned that the human faces might affect our conversions.

As a rule of thumb, never put a human face next to a headline. Human faces capture the visitor's gaze instantly

and take attention away from the headline. So we removed the image completely, including the background color, to make the headline stand out. The result? A 7% boost in opt-ins and up to 20% when we tested this on our other pages as well.

This test proved that images of human faces, particularly those that look directly into the camera, drag a customer's attention away from the message in the headline and subhead. But there's a problem here. The raw headline on its own looks ugly and doesn't help the elegance of the brand. So we launched a second test.

2. Improving the Headline Design

This particular test was inspired by sites such as Square Up and The Lean Startup, which uses a transparent or defocused image as a background to their copy. For this, we split-tested two different designs. This time we scored big:

- Light Blue Image: 230.41% Boost
- Dark Blue Image: 112.05% Boost

Pretty awesome, right? Give it a try. To recap, here are some tips before you start:

- If the image doesn't communicate value – do without it.

- If using an image of a model, choose one that faces the headline and not the camera. The human gaze pulls eyeballs away from your headline.
- Use easy-to-read fonts on a light background, or experiment with transparent images.

The philosophy here is copy is king, and design is the sidekick.

AVOID THIS WHEN DESIGNING ORDER MENUS

Written by Roland Mirabueno, MindValleyInsights.com

As a kid, I had a technique I used whenever I needed to ask my mom for money. This is how it usually went:

Me: "Mom, I need fifty bucks for a school project."

Mom: "Why so expensive? What type of project is it for?"

Me: "I'm only kidding! I only need thirty bucks. It's for a science project."

And I would get the money without further inquisition from the budget ministry! I figured that every time I needed to ask for money, I would only have to justify the amount. Of course, as a 10-year old, I didn't have the necessary skills to prepare a presentation or a spreadsheet in order to explain my costs. But every time I needed money, I started at a higher price (at times an exaggerated one) to eventually get my way.

Recently, I was doing some research on Order Menus when I stumbled upon a concept called "Primacy Effect," which I read about on Visual Website Optimizer.

It's a concept that affects the behavior of consumers by how "multiple items are arranged in a list or catalog." Basically,

how you arrange the packages of your product do have an effect on what they buy or whether they buy at all.

Mindvalley products are usually offered in three packages: Silver, Gold and Platinum. The Silver package is a digital or downloadable product, the Gold a physical product shipped to consumers and the Platinum collection is a combination of the two.

Primacy Effect states that because people in general read from left to right, and if the products are arranged in an ascending order, customers will usually spot the cheapest package first. But my childhood technique inversely applies here too – if they see the cheapest package first, other packages will automatically seem "expensive."

For instance, you can see what our Order Menu on Silva Life System looks like above. Customers would read the prices in the order of \$97, \$197 and \$297 (on an offer reduced to \$197). To apply the Primacy Effect concept, we decided to swap the Silver and Platinum packages and test it against the original.

Can you guess if this test was helpful or hurtful to our sales? By a difference of a whopping 71.92%... the new Order Menu hurt our sales.

This seemed crazy, considering all the research that pointed

Control

Order Now and Start Listening in 5 Minutes

<p>Silver</p> <p>Silva Life System Digital Download Only</p>  <p>Download the entire digital program and get instant access now.</p> <p>\$97</p> <p>Add to Cart</p> <p>Add to Cart</p> <p>VISA MasterCard DISCOVER</p>	<p>Gold</p> <p>Silva Life System Physical Collection</p>  <p>Get the entire program shipped to you anywhere in the world.</p> <p>\$197</p> <p>Add to Cart</p> <p>Add to Cart</p> <p>VISA MasterCard DISCOVER</p>	<p><i>Best Value</i></p> <p>Platinum</p> <p>Silva Life System Download + Physical Collection</p>  <p>The entire program shipped PLUS instant access to the online course.</p> <p>\$297 \$197</p> <p>Add to Cart</p> <p>Add to Cart</p> <p>VISA MasterCard DISCOVER</p>
---	---	--

Need a payment plan? Click on an option below and pay in 2 easy installments

Silver | Gold | Platinum

✗ Primacy Effect

Order Now and Start Listening in 5 Minutes

<p><i>Best Value</i></p> <p>Platinum</p> <p>Silva Life System Download + Physical Collection</p>  <p>The entire program shipped PLUS instant access to the online course.</p> <p>\$297 \$197</p> <p>Add to Cart</p> <p>Add to Cart</p> <p>VISA MasterCard DISCOVER</p>	<p>Gold</p> <p>Silva Life System Physical Collection</p>  <p>Get the entire program shipped to you anywhere in the world.</p> <p>\$197</p> <p>Add to Cart</p> <p>Add to Cart</p> <p>VISA MasterCard DISCOVER</p>	<p>Silver</p> <p>Silva Life System Digital Download Only</p>  <p>Download the entire digital program and get instant access now.</p> <p>\$97</p> <p>Add to Cart</p> <p>Add to Cart</p> <p>VISA MasterCard DISCOVER</p>
---	---	---

Need a payment plan? Click on an option below and pay in 2 easy installments

Silver | Gold | Platinum

to Primacy Effect as a driving force to boost sales. But it didn't work for us, and upon analyzing the case, here's what surfaced:

1. We only gave three options. Primacy Effect worked on the basis that it draws the eyes from left to right, but visually, it would only take a glance for a customer to perceive our entire Order Menu. This cancels out the desired effect due to the lack of ascend.
2. Technically, there were only two different prices. The offer on the Platinum collection is perpetual. This was designed to get people to buy the Platinum collection because they are getting more for the price of the Gold package. Because of the limited number of choices, it was not as impactful.
3. Lastly, we put our premier choice at the left-most of the Order Menu. We shouldn't have done that. The choice at the left-most usually offers the shock value – the choice that makes customers go "Whoa this is pricey," and the premier option should've been somewhere

HOW THE NUMBERS STACKED UP



-72%
LESS SALES AFTER THE "PRIMACY EFFECT" WAS APPLIED TO THE ORDER MENU

else. In our case, we hurt ourselves because our premier option showcases the highest price among all.

Although our first experiment with Primary Effect didn't work in our favor, like all tests, it shed some good light on certain features (in this case – our order menu) and enabled us to read our visitors better.

SELL ME SOMETHING ALREADY

✘ Control

👑 No Order Form Delay



VS.



Section Report							
Section	Impact	Variation	Revenue per Visitor		Percentage Improvement	Chance to Beat Original	Total Revenue
Order form	51%	Control	\$0.36 ± \$0.36		-	-	\$772
		No Orderform Delay	\$0.69 ± \$0.50		+91.65%	75%	\$1,530

Test by Russell Brunson and Todd Dickerson

The results of this test went against everything we had ever heard and assumed was right. For years we had assumed as truth that on a sales video you should not show the order form until the price was disclosed. Seems logical, right?

Well, on this test, it was completely wrong. Was it our audience? Was it our traffic? Was it our offer? I'm not sure, but on these tests showing the order form immediately when they showed up under the sales video increased our revenues by 91.65%!



92%

MORE MONEY EARNED WHEN THE ORDER FORM WAS SHOWN IMMEDIATELY OVER HAVING THE ORDER FORM DELAYED.

So, I'm not saying that this will win in all situations, but I would say you need to test this on any of your funnels ASAP... you may just give yourself a 91% pay increase overnight like we did.

THE LIGHT BOX POP-UP

✕ Control



♣ With Light Box Pop-Up



VS.

Test by Roland Mirabueno of MindValleyInsights.com

A Light Box Pop-up is a small window that appears over the webpage and grays out the background to prompt site visitors to sign-up. The idea is to give emphasis to the call to action or CTA. We tested using a Light Box Pop-up on our Silva Mind Body Healing Website and sign-up rates dramatically increased by 67%!

Now, pop-ups can be very annoying. Remember those pop-ups prompting you to have 3D aquatic screensavers?

So annoying, in fact, that web browsers created pop-up blocks. This is why it is important to be strategic when using the Light Box Pop-up. It should draw visitors in, not turn them off.

Here are some things to keep in mind:

- It should have a sexy and appealing design

- It should include the product image
- It should include the number of downloads
- The Light Box should appear after 10 seconds on the website or once the reader has scrolled down to a particular point on the page – after all the point of a Light Box is to boost sign-ups of engaged readers and not just to boost conversions period
- The Light Box and website should have related design
- It should never appear for people who have already signed-up
- A Light Box should never be used on Google landing pages (or run the risk of going against Google policy)

You can use Popup Domination but remember not to use their default pop-up.

CAN COUPONS BOOST FACEBOOK SALES?

Test by Roland Mirabueno of MindValleyInsights.com

Everybody loves a good bargain and our Facebook friends are no different. We wanted to find a new way to offer a discount to customers on Facebook – one that would be too good to resist.

A lot of sales pages offer some sort of promo code or discount which fail to grab people's attention due to its static or generic nature. We wanted to try something more personal and fun that had the ability to arouse immediate interest. The answer? Coupons.

Magazines and newspapers are rife with special limited edition coupons for their readers which provide discounts for meal deals, clothes, subscriptions (the list is endless) and that got us thinking: readers of digital media should also be given special reader discounts.

The coupon theory was born. We first tried the coupon

theory on the Silva Life System's landing page headline. This coupon alone boosted sales by 19.4% and showed an 80.5% chance of beating the page without the coupon.

Adding a unique coupon or discount voucher to your Facebook page could do wonders for your sales. To make this tip work, you need to make sure to include the following specs in your coupon design:

- Make the design mesh with the overlook of Facebook – try using similar colors and the Facebook symbol
- Include photos of your Facebook fans on the coupon as social proof
- Make sure the copy on the coupon shows the offer is for a "Limited Time" and for your special Facebook Fans only
- Design the coupon to look like a regular voucher with a barcode (this familiarity increases credibility)

👑 Special Coupon Offer for Facebook Fans

Special Gift For Our Facebook Fans

50% OFF

SAVE UP TO \$148 ON ANY COLLECTION OF YOUR CHOICE

This Exclusive Facebook Discount Is Valid For A Limited Time Only.

Hello Facebook friend! As our way of saying thanks for the support, we want to give you a HUGE discount on our single most popular home training program. Want to awaken your inner potential and live your breakthrough life? Scroll down to learn more and get your discounted copy.

6 71860 01362 4

A NEW TAKE ON THE P.S.

Inspiration Version by Sony



Feature Box for PhilosophersNotes.com



Test by Vishen Lakhiani, CEO of MindValleyInsights.com

What typically comes at the bottom of a sales page: the call to action and order button – maybe a cheesy P.S. line (if you're an old school direct response marketer). But here's another alternative that works even better.

It started with me questioning the use of cheesy P.S. lines on product pages. Yes, tests proved that they work. They give a mild 3 to 5% boost in some cases, but still, they worked. However, they made a sales page appear like a used car lot. So I asked myself "Why do P.S. lines work?"

The answer is these lines reinforce the main benefit of a sales page. It can highlight a price cut, a powerful guarantee or any other important thing that a customer may have skipped while skimming through copy.

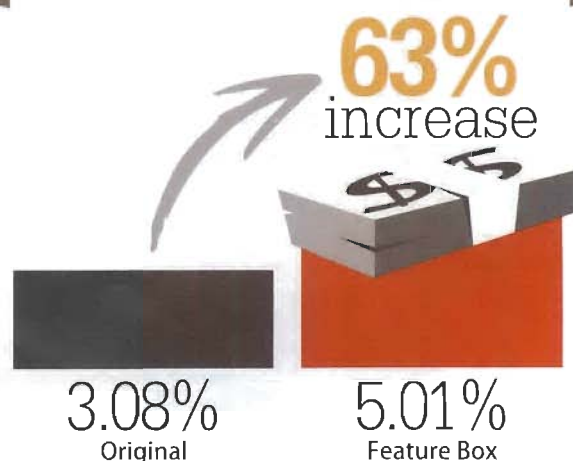
But what if there was a cooler way to present these attractive features? The inspiration came when I was



3-5%

MILD INCREASE IN CONVERSIONS USING THE CLASSIC P.S. - THE FEATURE BOX BLEW THE OLD STANDARD OUT OF THE WATER

CONVERSION RATE



shopping for a camera on Sony's website.

SONY inspired the solution. They used a Feature Box to highlight the benefits of using SONY products. In the box Sony emphasized three big things about their product that mattered to the buyer: high definition recording, larger than normal hard drive, and a backlit sensor.

At this time, I was working on the copy of the site PhilosophersNotes.com. So I asked myself, what are six "features" about this product that made it unusual? I placed this in an attractive feature box.

This page showed a 97% chance of beating the original and a 63% boost in conversion. Impressive indeed.

We later adapted this for other sites. Here's the one for Quantum Jumping:



How to conjure up your feature box content? Your key here is to draw upon content unknown to your reader. By including some 'unexpected' highlights of your product you can make full use of the feature box. Here are some ideas:

- **Customer Support:** Bring attention to your support team who know the product upside down, inside out and are ready, willing and able to provide a level of support which is second to none.
- **Handheld Devices:** Why not let your customer know your product will look sleek and sexy on any hot device (borrow the glamor of the latest Apple product to emphasis your product's own glamor).
- **Quality they can Trust:** Let your customers be assured by your strong market presence and undeniable quality.
- **A Vibrant Global Community:** Get your customers interacting with the neat community you have following you and your product.
- **Profound Change, Automatically:** When will your customer receive the benefit from purchasing your product? As soon as it has downloaded of course! Highlight the flexibility of your product.
- **Effortless Consumption:** Focus on the ease of use of your product.
- **Bonus Gifts:** If you have a freebie to throw in it's a perfect time to do it now. Pair the details with an inviting image of the bonus gift.
- **Digital Download Site:** Membership sites are out and digital download sites are in. Highlight the digital download site for easy retrieval of the product in just X amount of clicks.

Whichever topics you choose to cover don't forget to add a call to action ("CTA") at the bottom of the boxes to link your customer to your order form. Check out the CTA under the PhilosophersNotes.com or a more recent example on TheCreationMethod.com/products – check out the very bottom of that page for the CTA.

WHO ELSE BOUGHT THIS?

With VeriPurchase Widget



Get the Widget at VeriPurchase.com



Test by Brad Callen, Written by Russell Brunson

This test was submitted by Brad Callen, and when I saw it, I immediately knew why it worked so well. You can see a screenshot of it above. Brad used this little plugin found at www.Veripurchase.com and ran the test to over 840,000 visitors.

The results? He saw an increase of over 5% by adding this widget. It's a cool new way to build social proof by showing customers that they aren't the only person buying.

HOW THE NUMBERS STACKED UP



5%

INCREASE IN SALES AFTER THE VERIPURCHASE WIDGET WAS ADDED

DON'T GIVE ME TOO MUCH INFO!

Test by Russell Brunson and Todd Dickerson

When we first designed our "CPA" style landing page for our supplement, I went out and found other successful landing pages to model. What I found was that most of them had three to four different sections under the initial

call to action at the top of the page.

I thought that was a really cool idea, because it gave people who weren't sold from the initial video a few more ways to get information to make their decision. So we created a block that talked about the symptoms and then we also created a

✖ Control

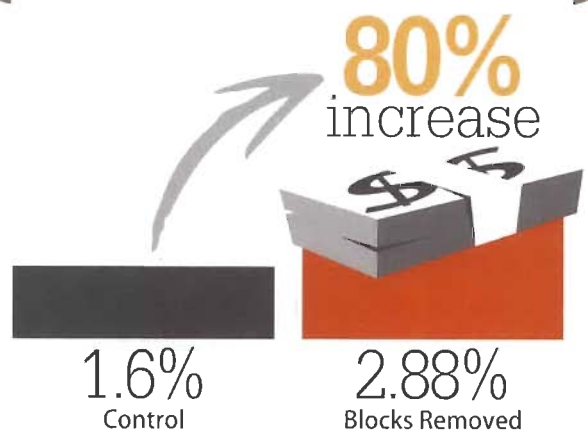
The screenshot shows the full website layout. At the top, there's a header with the Neuracel logo and a toll-free number. Below that is a main headline: "My Pain Is Finally Gone!" with a sub-headline "Suffering From Neuropathy? Try Neuracel RISK FREE!". A form on the right asks for contact information to receive a trial bottle. Below the form is a testimonial from Deanna Ehman. A large green button says "RUSH MY TRIAL". Further down, there are four more testimonials from Carlos De Castro, Benjamin Wadson, Jack Yon Poppersheim, and Deanna Ehman. Below these is a section titled "Neuropathy Pains? Why You Should Try Neuracel..." with text explaining the benefits and a "Before/After" image of legs. At the bottom, there's a section "Neuracel - Our Secret Formula..." listing ingredients like Passionflower and Lobelia.

👑 Content Blocks Removed

This screenshot shows the website layout with several content blocks removed. The main headline and the top testimonial from Deanna Ehman remain. However, the "RUSH MY TRIAL" button is missing, and the testimonial from Deanna Ehman is replaced by a video player. The bottom section with testimonials and the "Neuropathy Pains?" section are also missing.

VS.

CONVERSION RATE



block that showed all of the ingredients in the supplement (both modeling closely other offers that were working successfully in the CPA networks).

After we started to drive traffic, Todd decided to test if those blocks were helping or hurting. I was very surprised to see that taking the extra boxes away increased conversions by a shocking 80.18%. So, the moral of this story, is to check and see if you're selling too much. Your audience (like mine) may just want the basic info so they can start buying.

BIG SMILING CUSTOMERS

✕ Control



👑 Big Smiling Customer



VS.

Test by 37Signals.com, Written by Russell Brunson

Todd showed me a really cool test that 37 Signals did on their landing page and it gave me some cool ideas. You can see the article by scanning the qr code or going to the website shown to the right.

They started by testing a short form page (shown in the screenshot on the left) versus a long form page. They saw a 37.5% increase in sales by doing a long form version over the short form version.

They then tested out a "radically different design" by adding a smiling picture of one of their customers and using that customer's testimonial as the headline as shown in the winning screenshot above.

Using this style gave them a *huge* 102.5% increase in conversions! They also tried a long form version vs a short form, but in this case the short form actually did better.

The last set of tests (which I thought was cool) was testing different customers. As you can see, each picture had slight

HOW THE NUMBERS STACKED UP



38%

INCREASE IN SALES WITH LONG FORM PAGE OVER SHORT (CONTROL)



103%

INCREASE IN CONVERSIONS WITH SMILING CUSTOMER (ABOVE RIGHT) OVER CONTROL



increases and decreases, but not a big enough margin to matter much. That test got me really excited and I wanted to try it immediately for our supplement.

We have a higher price point that we are working on testing and I didn't feel that a two step, CPA style page would work very well for a full priced offer. So we started making a typical sales video style page that you can see below.

And now (thanks to 37 signals) you can also see the page we are going to test against it below (NOTE: the designer just got this to me today, so it's not perfect yet).

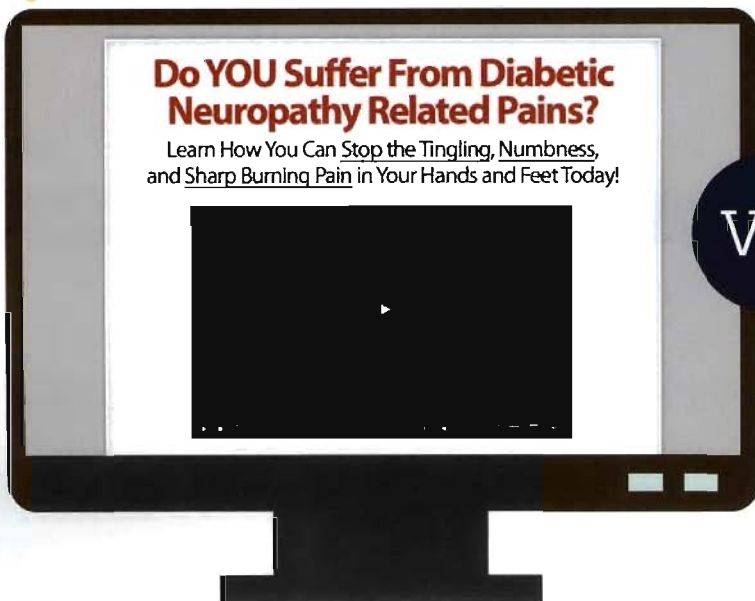
I'm excited to see which version wins for us, and we'll keep you notified with our results!



Scan the QR code or go to the website below to view the full article on 37 Signal's series of tests:

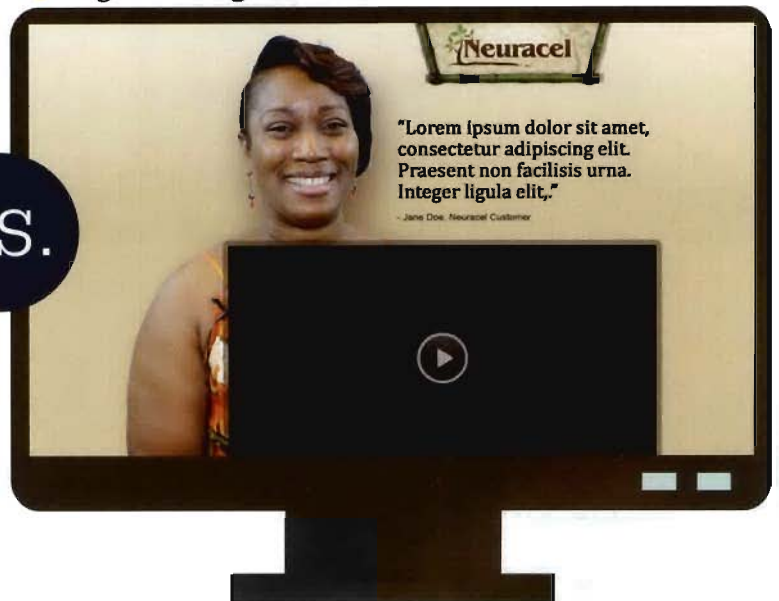
<http://37signals.com/svn/posts/2991-behind-the-scenes-ab-testing-part-3-final>

? Control



VS.

? Big Smiling Customer

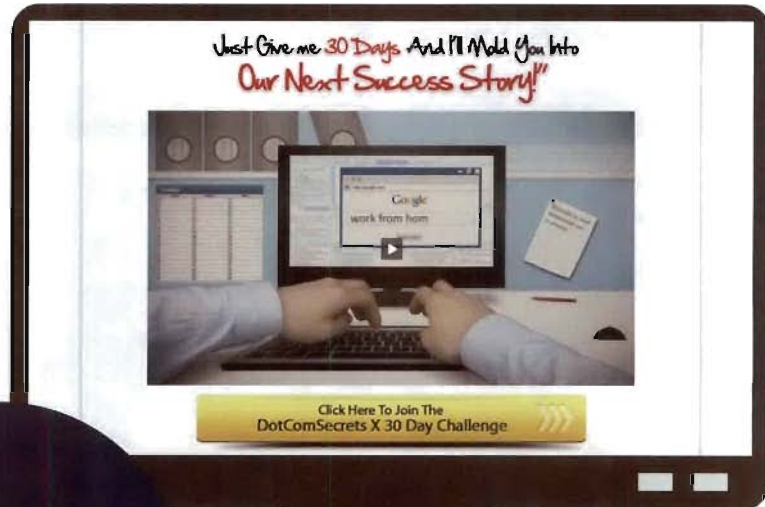


WHICH HEADLINE WON?

✘ Control

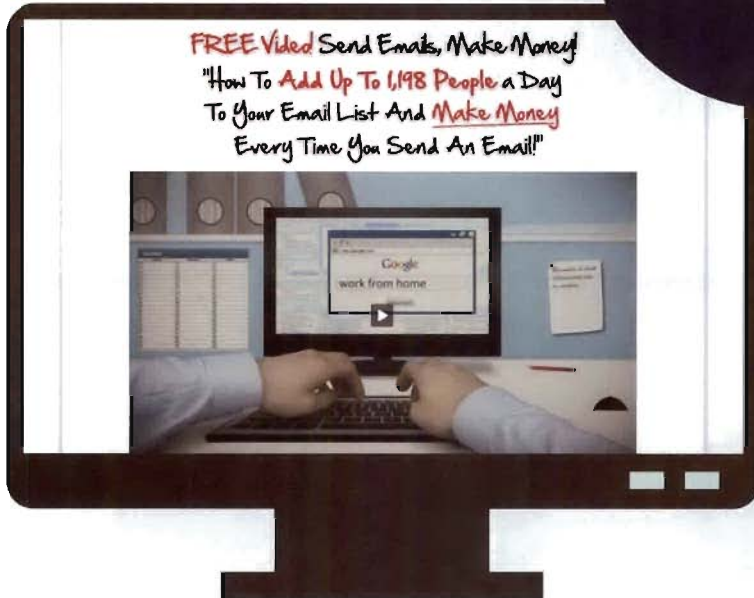


✘ Animated Headline 1

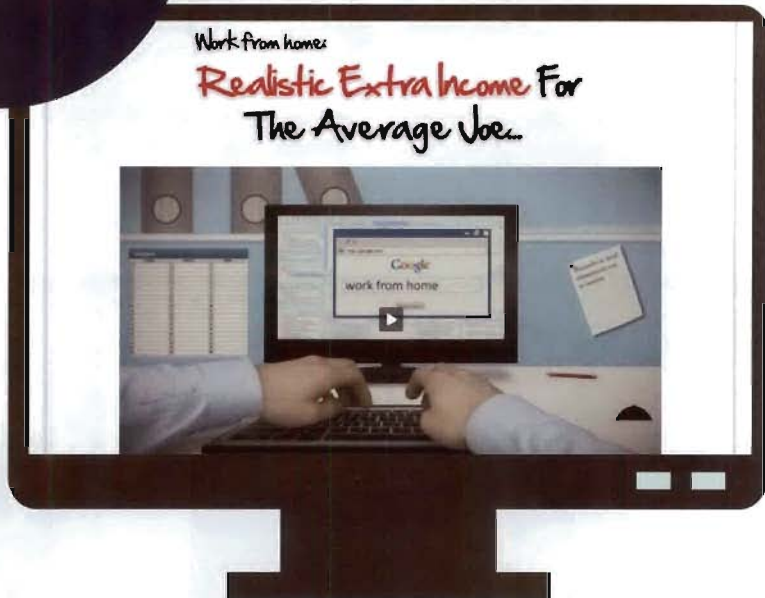


VS.

✘ Animated Headline 2

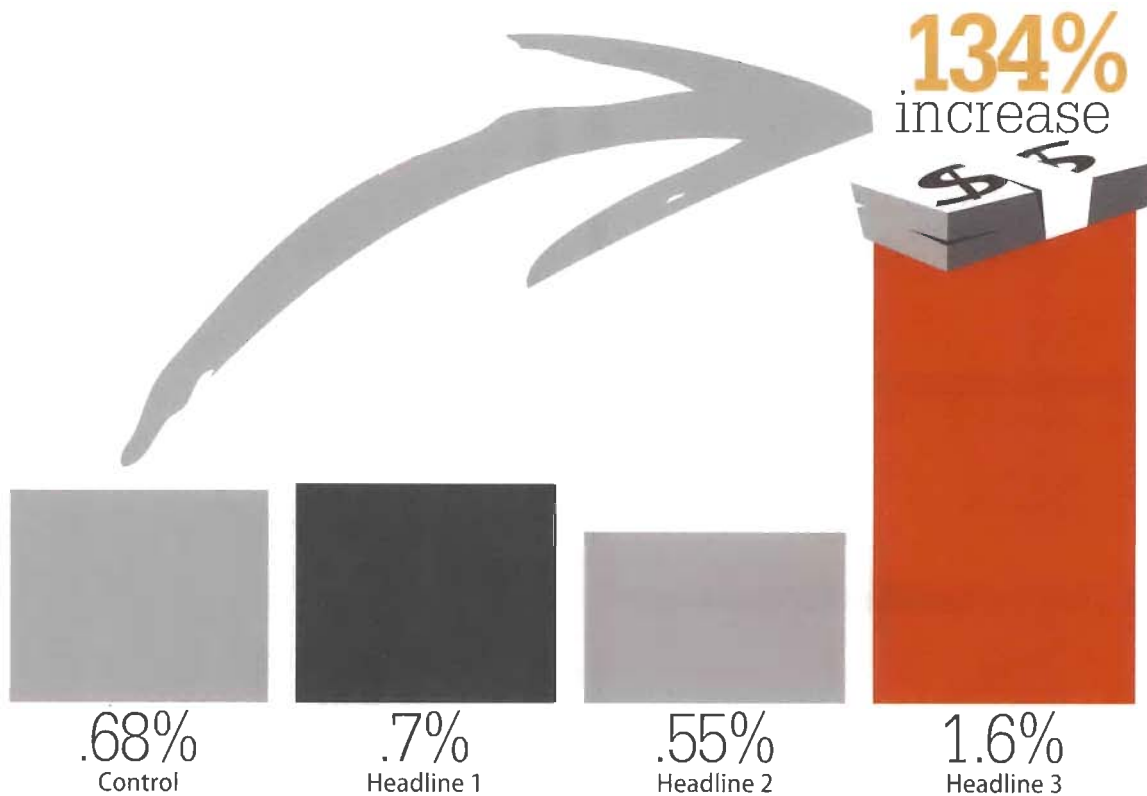


👑 Animated Headline 3



Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original
Control (none) BASE	0.68% ±0%	-	-
Animated 3	1.60% ±1%	+134.19%	93%
Animated 1	0.70% ±0%	+2.81%	52%
Animated 2 (1198)	0.55% ±0%	-19.06%	39%

HEADLINE CONVERSION RATES



Test by Russell Brunson and Todd Dickerson

I saw someone use an animated headline in the dating niche and rumors have it that it made a big increase in conversions. I thought it was a cool concept and that we should copy it. That's when I realized we didn't have any headline, so before testing animated vs non animated, we just wanted to find our winner, so we tested these 3 animated headlines.

I know we had a headline at one time, but in some test or something our current headline must have lost, so this gave me a chance to try out a few new ones. As you can see in the screenshots, the three animated headlines we tested were:

- FREE Video! Send Emails Make Money! "How To Add

Up To 1,198 People A Day To Your Email List And Make Money Every Time You Send An Email!

- Just Give Me 30 Days And I'll Mold You Into Our Next Success Story
- Work From Home! Realistic Extra Income For The Average Joe...

You can see the animated versions of them here:

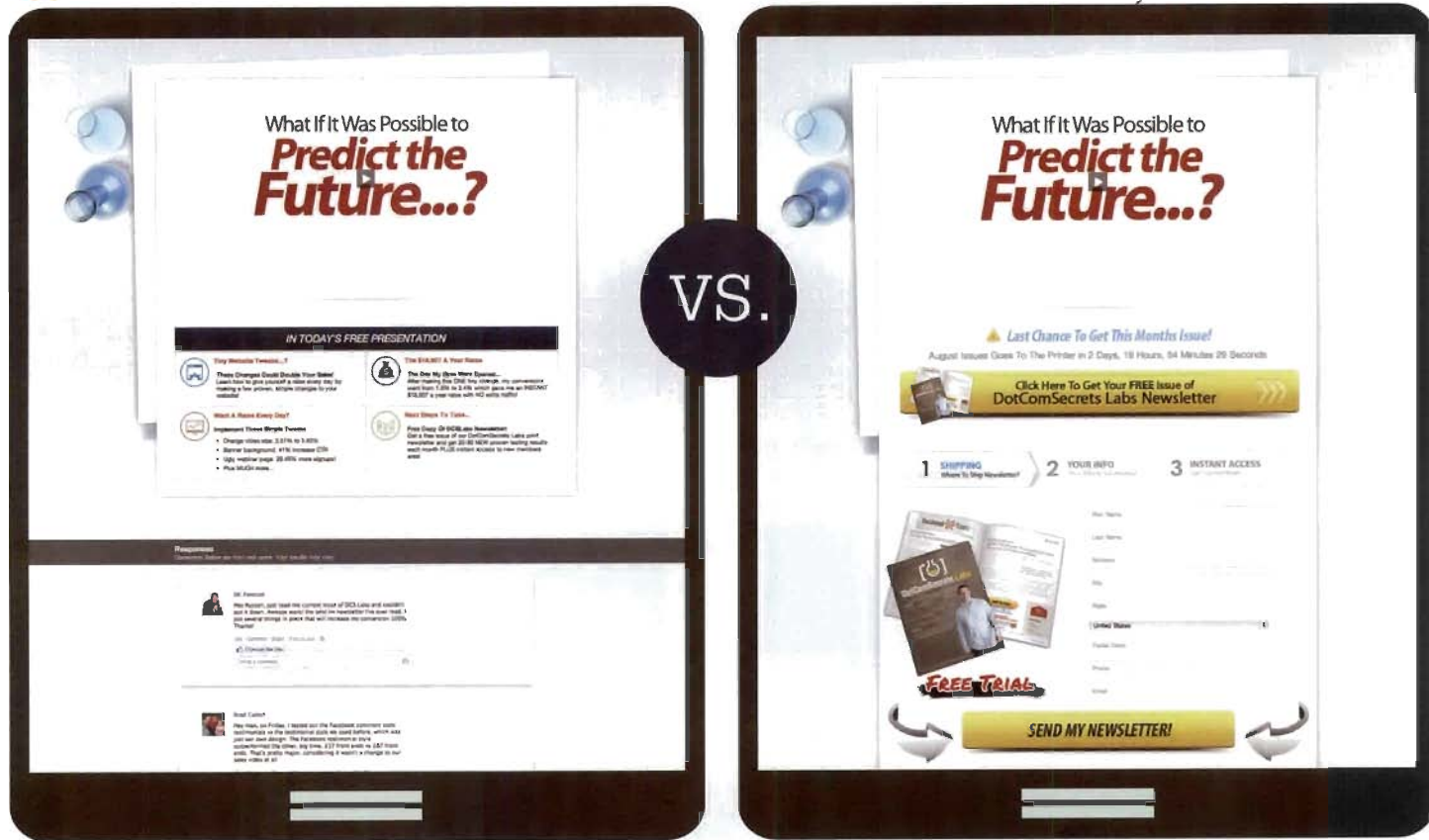
- <http://succetc.com/images/scrollhdr1.gif>
- <http://succetc.com/images/scrollhdr2.gif>
- <http://succetc.com/images/scrollhdr3.gif>

And the winner was... headline three by 134.19%!

SHOW ME THE MONEY

✘ Control

✔ No Order Form Delay



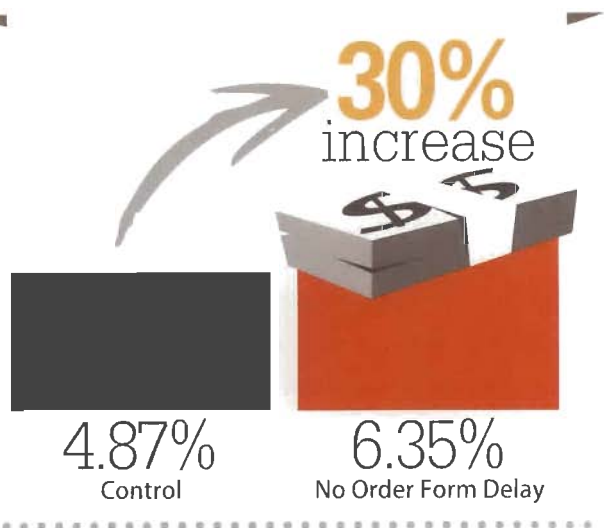
Test by Russell Brunson and Todd Dickerson

Yes, we keep testing delaying the order form, mostly because everyone keeps telling us we're wrong. But so far, having NO DELAY on the order button has won in every test. It won again here by 30.36%.

Variations	
Control	4.87% ±1%
No Order Form Delay	6.35% ±1%
Average Case	5.63% ±1%

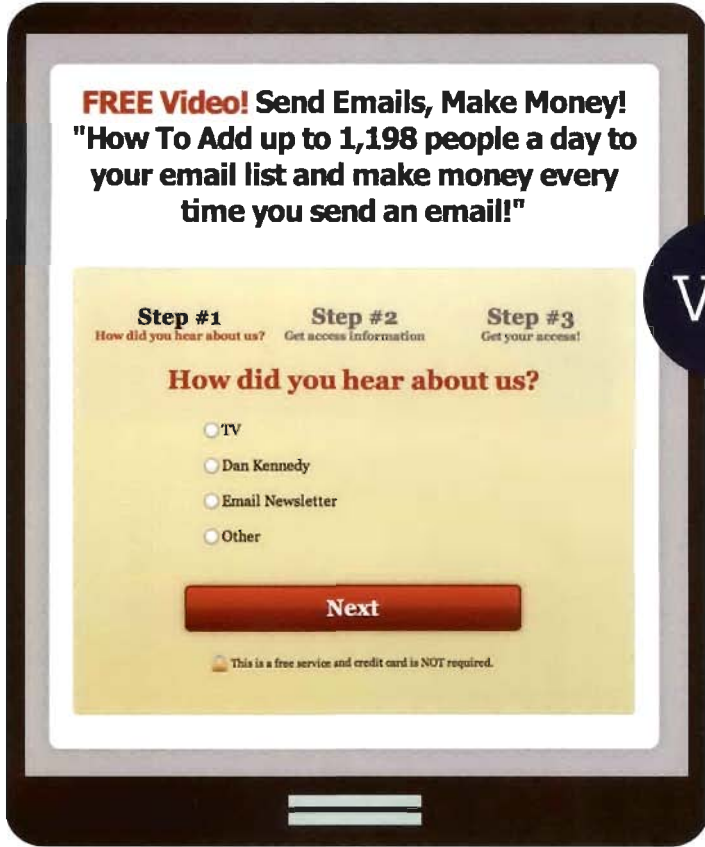
If any of you have stats on the order button winning when opening later, or at a different time, please let me know, because I'd love for this test to be wrong.

CONVERSION RATE

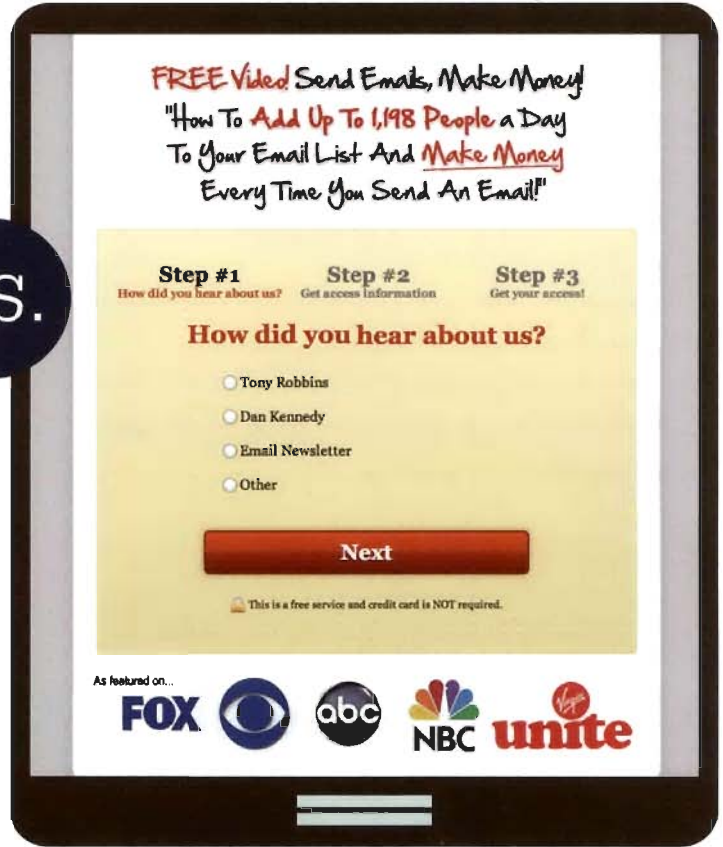


THE ANIMATED HEADLINE

👑 Control



✖ Animated Headline + TV Logos



VS.

Test by Russell Brunson and Todd Dickerson

Over a period of just a few months we've had over a 600% increase in conversions on different tests we've run on this page, so we had high hopes on some new tests, but unfortunately nothing big came from them yet. The few things we did test were:

- **Animated Headline:** This decreased optins by 2.29%. I was excited by this one because I've heard that animated headlines can increase conversions on sales videos, but so far it hurt more than it helped.
- **TV Logos:** Adding "As Seen On TV" logos dropped conversions by 7.63%.

- **Micro-Survey Option:** Changing an option from TV to Tony Robbins also dropped conversions by 6.44%.

I'm not sure exactly why these tests didn't work, but it goes with Daegan Smith's "deer in the headlights" philosophy. He thinks that anything distracting on a landing page scares customers away, and two of these tests definitely added things that were probably too bold and made our visitors nervous.

HOW THE NUMBERS STACKED UP



-16.36%

COMBINED DECREASE IN CONVERSION RATE BETWEEN ALL THREE CHANGES. OUR CONTROL IS STILL THE WINNER.

THE WEBINAR RECAP

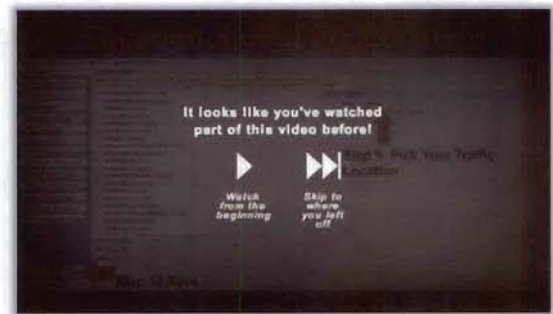
Test by Charles Kirkland, Written by Russell Brunson

This was a cool test Charles Kirkland submitted that I thought was interesting. He told me that he's tested this three or four times always hoping that the other version would win (because it was a lot simpler to create).

It's for the order form he sends people to after watching a webinar. One version of the page is just the order form, while the other has a recap of the offer and a guarantee box. This is a newer test, but so far adding in the webinar recap is already winning by 119.51%:

Webinar Recap

"A Simple 7 Step Plan That Will Allow You To Harness The Power Of Media Buying To Generate Leads And Sales For Almost Any MLM In Under 24 Minutes From Start To Finish!"



When you join today you get:

<input type="checkbox"/> Media Buyer Made Simple 8 Weeks Coaching	\$1,576.00
<input type="checkbox"/> 8 Weeks Of Live Media Buying Coaching	\$1,997.00
<input type="checkbox"/> Facebook Master Mind	\$497.00
<input type="checkbox"/> Bonus #1: Funnel Software	\$97.00
<input type="checkbox"/> Bonus #2: Funnel Templates	\$97.00
<input type="checkbox"/> Bonus #3: Preselling Templates	\$47.00
<input type="checkbox"/> Bonus #4: SAN Checklist	\$197.00
<input type="checkbox"/> Bonus #5: Traffic Rotodes	\$197.00
<input type="checkbox"/> Bonus #6: Banner Ads Made Simple	\$197.00
<input type="checkbox"/> Bonus #7: Banner Ads Swipe File	\$370.00
<input type="checkbox"/> Bonus #8: Landing Page Templates	\$270.00
<input type="checkbox"/> Bonus #9: Email Templates	\$197.00
<input type="checkbox"/> Bonus #10: Directors Cut	\$200.00
<input type="checkbox"/> Bonus #11: Adwords Credit	\$97.00
<input type="checkbox"/> Bonus #12: Adbest Trial	\$497.00
<input type="checkbox"/> Bonus #13: Strategy Call	
Total Value	\$6,730.00

→ **\$497 or 2 Payments of \$257 – 30 Days Apart**
<http://mediabuyerassociation.com/go/> ←

Go through my entire training...all the coaching calls, step-by-step videos, use all my software tools... and if you don't LOVE IT, get a complete no-questions-asked refund within 60 days of class starting...plus you can keep all the bonuses as my gift to you.

Control

"A Simple 7 Step Plan That Will Allow You To Harness The Power Of Media Buying To Generate Leads And Sales For Almost Any MLM In Under 24 Minutes From Start To Finish!"



Yes, I Want Instant Access
 Get Started NOW for Just
\$497 or 2 Payments of \$257 – 30 Days Apart

Add To Cart!

VS.

HOW THE NUMBERS STACKED UP



\$10.04

REVENUE PER VISITOR WITH THE WEBINAR RECAP ADDED - UP FROM \$4.57 WITHOUT.



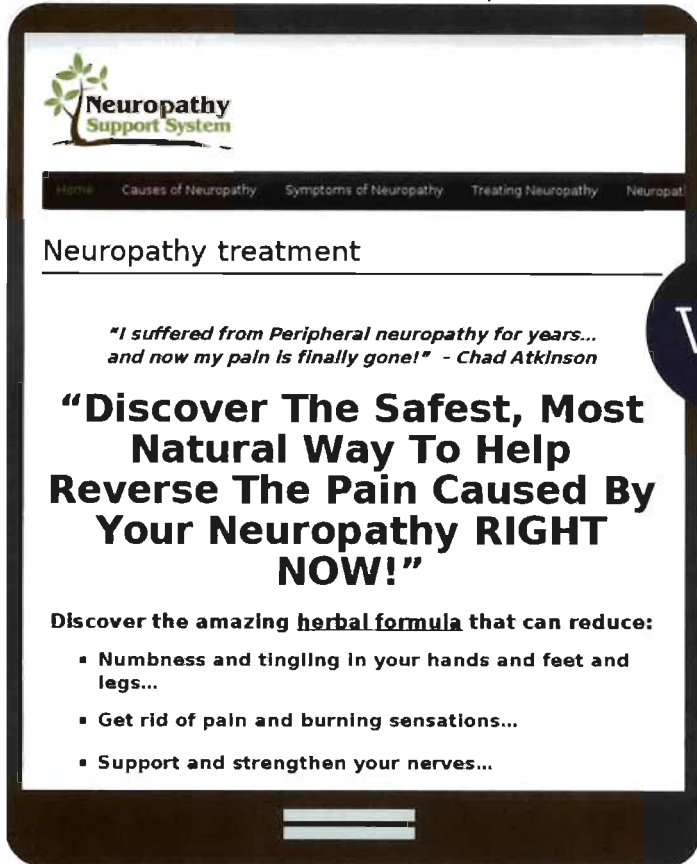
120%

INCREASE IN SALES WITH THE WINNING PAGE OVER THE CONTROL.

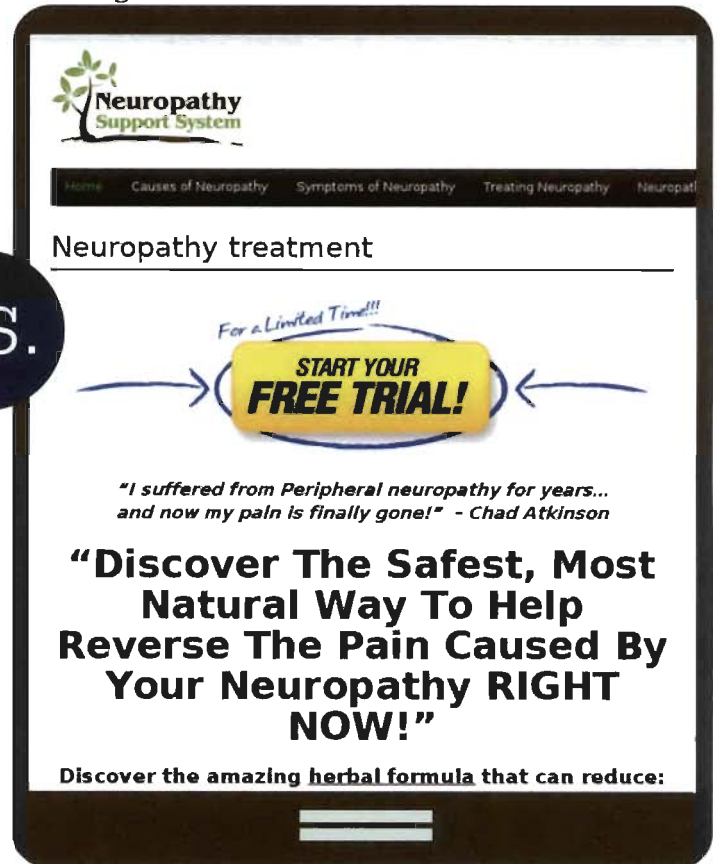
BIG ANNOYING BUTTON RAISES CONVERSIONS BY 25%!

✘ No Free Trial Button At Top

👑 Big Yellow Button



VS.



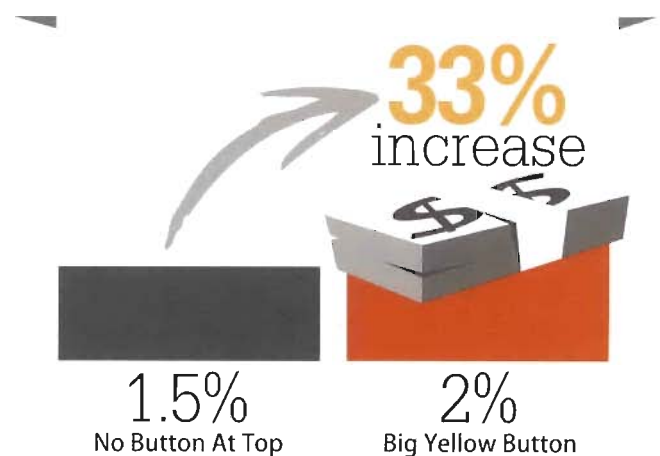
Test by Russell Brunson and Todd Dickerson

Todd had an idea that the long form sales letter was way too long for a free trial. So against all logic he copied the "Start Your Free Trial" button that we only showed after we revealed the price, and put it at the top of the page.

The results? A lot more money in my pocket.

It seems recently that on a few of our products with trials it's been easier to give people the ability to buy a lot earlier. Maybe we've been overselling our customers (and maybe you are too...).

CONVERSION RATE



I'M SEEING RED

✕ Control



👑 Red Headline



VS.

Test by Russell Brunson and Todd Dickerson

This test should not surprise me, but it always does. The designer in me always wants my headlines to match my site design, but the marketer knows that red almost always wins. Well, this split test showed exactly the same result. Blue looked better, but red made me three times more money.

Now, there was one other interesting test that we almost

didn't run, but noticed another site with a similar product had navigation buttons on it.

Normally adding more places for people to click off of our site always hurts, but in this test removing the navigation buttons below the add to cart button decreased sales.

I guess our customers needed a little more information before they were willing to purchase.

HOW THE NUMBERS STACKED UP



-31%

DECREASE IN CONVERSIONS WHEN WE REMOVED THE NAVIGATION BUTTONS BELOW THE VIDEO



313%

INCREASE IN SALES WITH THE RED HEADLINE (12.5% CONVERSION) OVER THE CONTROL (3% CONVERSION)

DON'T SCARE COLD TRAFFIC

✘ Control



☑ Remove 3-Step Header



VS.

Test by Russell Brunson and Todd Dickerson

As you know, conversions and tests don't always stay consistent across all traffic sources. One interesting thing we found is that with "warm" traffic (from my own lists of people I know) having the three steps above the form always wins on conversions (as shown on Page A) but with cold traffic (banner ads, ppc, etc...) it seems to scare them away as demonstrated on this test.

It seems that the three-step header intimidates cold traffic as they want one easy step to get their result and showing three steps just discourages them from starting the process. The moral of this story? Test each traffic source independently from the others.

Here are some other interesting things we learned from this set of tests... First, the red headline wins again! Yes, the red headline still dominates in every test we've done recently - even when it makes the page ugly.

Second, social media buttons were not a big enough loser to recommend removing for most people. They did make a difference but the expected gain from traffic made up for it on ours. But the big thing we noticed is the 'credibility gain' from social media icon numbers is pretty much BS since optins decreased... It's possible with higher numbers on the social icons this might change...

CONVERSION RATE



THE UGLY BLUE VERSION

✘ Expensive Design



✔ Ugly Blue Version



VS.

Test by Russell Brunson and Todd Dickerson

This test makes me laugh because we ran it for a week and we knew which one was the definite winner. At about that time, one of our big JV partners asked if they could promote our webinar, but stated that they didn't want to promote to the "ugly blue version."

Yes, this version is ugly, but for whatever reason, it wins

in almost every single test we've ever run. It even beats out pages where I've spent thousands of dollars getting awesome videos created.

And then on the blue version when we tested long copy against short copy, we found that the shorter copy increased optins by 26%. Our guess on this long/short issue is that we didn't need the hard sell for the free webinar. Less distractions equals more optins.

HOW THE NUMBERS STACKED UP



11%

INCREASE IN OPTINS WITH THE UGLY BLUE PAGE (21%) OVER THE EXPENSIVE DESIGN (19%).



26%

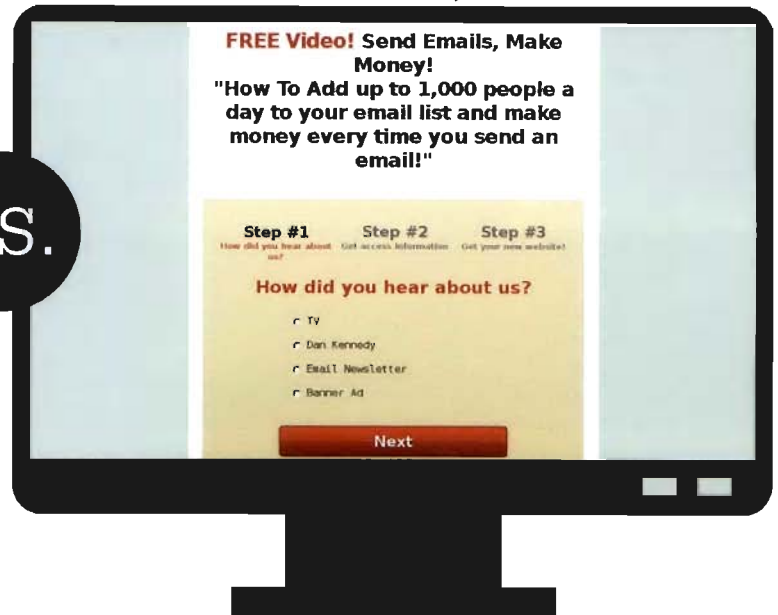
MORE OPTINS WHEN WE REDUCED COPY ON THE UGLY BLUE PAGE - PEOPLE WANTED A QUICK PATH TO SIGN UP.

MICRO-COMMITMENT SQUEEZE PAGES

✘ Control



👑 Micro-Commitment Style



VS.

Test by Russell Brunson and Todd Dickerson

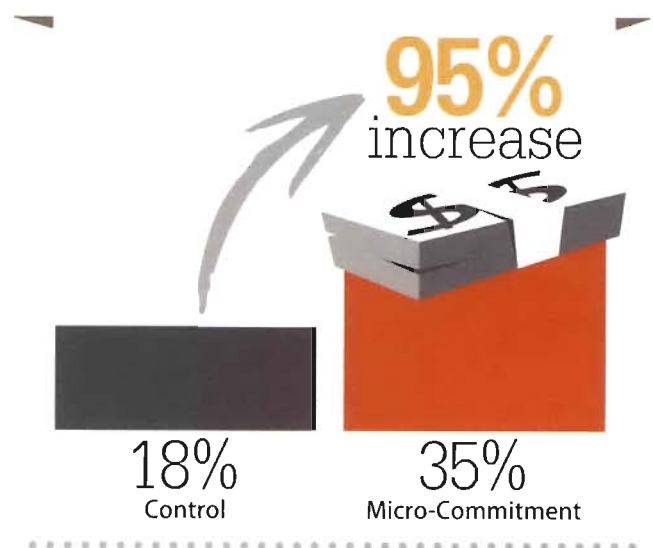
One of my close friends Daegan Smith has been telling me for over a year that his new squeeze page with “micro-commitments” will out convert anything else I can come up with. So I thought I’d put it to the test.

The concept behind how this style of squeeze page works, is instead of asking for a big commitment up front (their email), start by asking them a simple question (in this case, “how did you hear about us”) and then after they’ve made that first micro-commitment to answer your question, then you ask them for their email address.

The first screenshot shows our control and the second shows the same squeeze page using Daegan’s layout. As you can see, Daegan’s style crushed our control. It had double conversion on the optins but more importantly it had almost

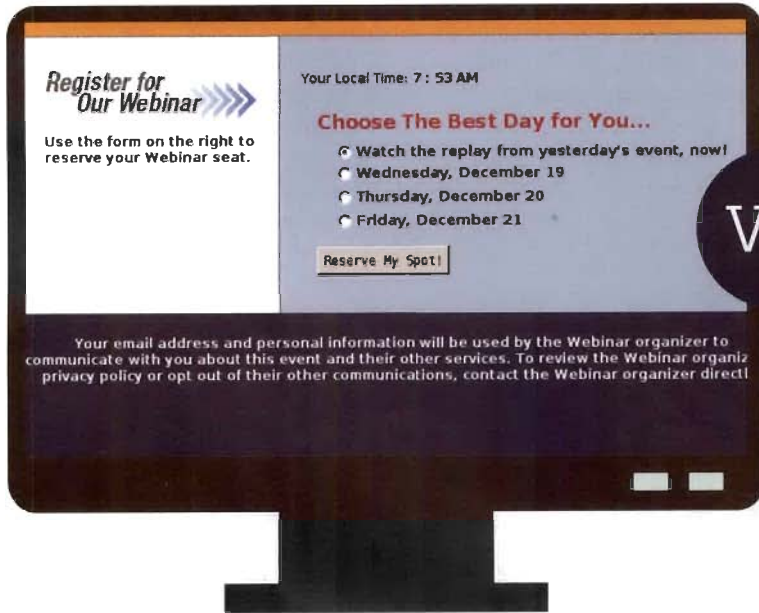
all of the sales. We are going to start testing these micro-commitments in various other spots in our sales funnels.

CONVERSION RATE

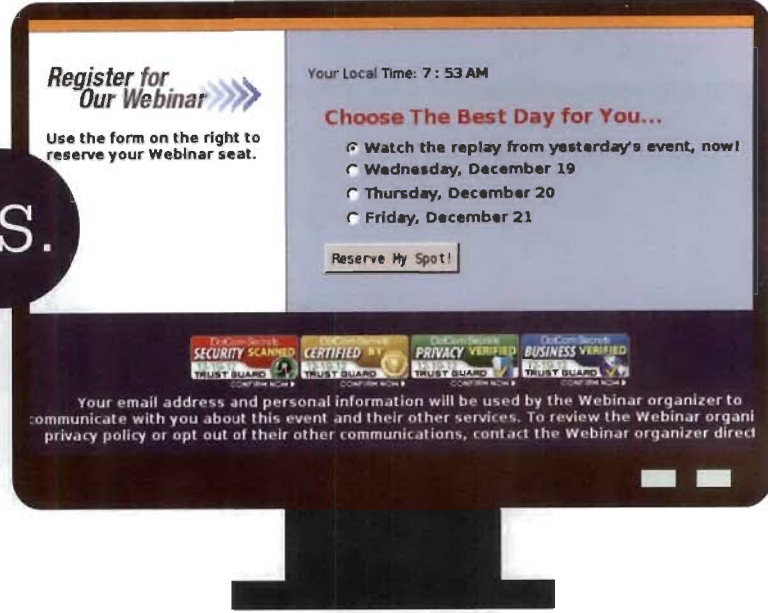


TOO MUCH TRUST

👑 Control



✗ With Trust Guard Logos



VS.

Test by Russell Brunson and Todd Dickerson

Typically we put trust guard seals on almost all of our pages, and typically they increase our conversions across the board. But on our automated webinar sales pages, for some reason it hurt conversions by 13%.

Maybe it caused too much distraction to get the optin. This is just another good example showing why you should always be testing.

HOW THE NUMBERS STACKED UP



-14%
DECREASE IN OPTINS WHEN TRUST GUARD LOGOS WERE ADDED TO OUR WEBINAR REGISTRATION PAGE.

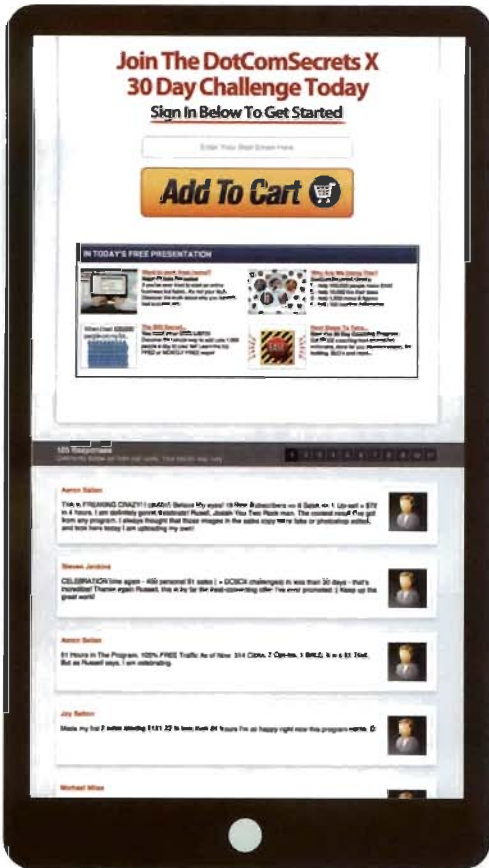
TO FACEBOOK OR NOT TO FACEBOOK?

Test by Russell Brunson and Todd Dickerson

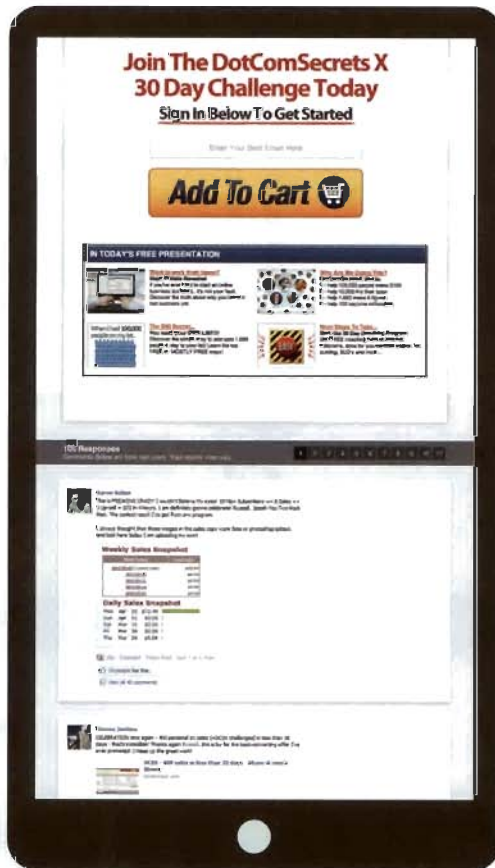
We were relaunching our DCS-X sales funnel and had a few core tests we wanted to try with the new surge of traffic we were sending through this funnel. We setup four versions of the landing page:

- The first was just our normal page (had testimonials copied and pasted from Facebook).
- The second page was the same, but instead of making the testimonials look nice, we took actual screenshots of their comments under the video.

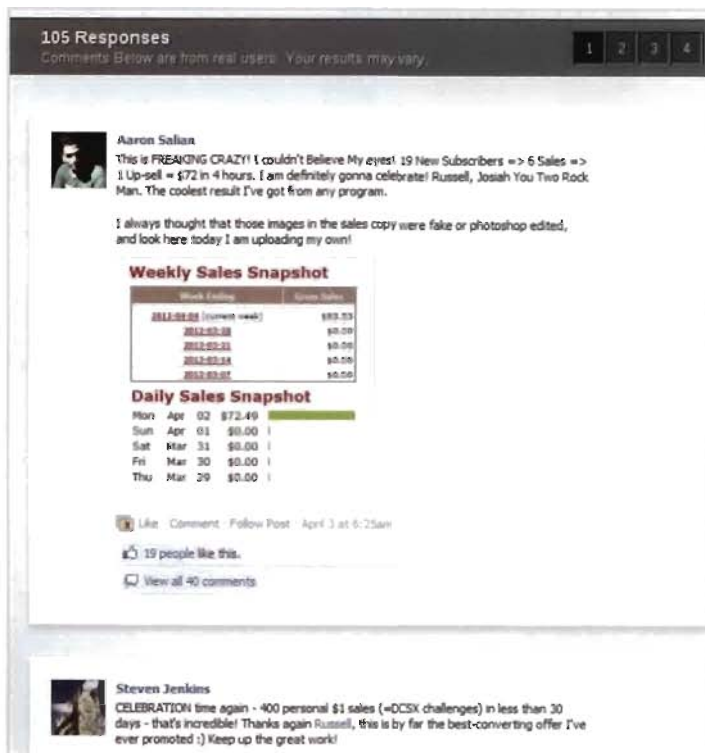
✘ Control



👑 Facebook Testimonials



✘ Right Side Add to Cart



- And the third test was to have the “Add To Cart” button on the right hand side of the video instead of under it.

What we found was very interesting... First, the CTA on the side of the video completely bombed... (which makes me sad because we did two launches where we had the CTA on the right side of the video... makes me wonder how much money I lost because of that...) Second, we found out that people put a lot of weight on testimonials from Facebook. My guess is that people believe if it was posted on Facebook, that it's a true opinion. Since this test, we are replacing all testimonials with Facebook style testimonials (even those not collected on Facebook and we are formatting so they look like they came from Facebook), and so far we are seeing a huge lift across the board.

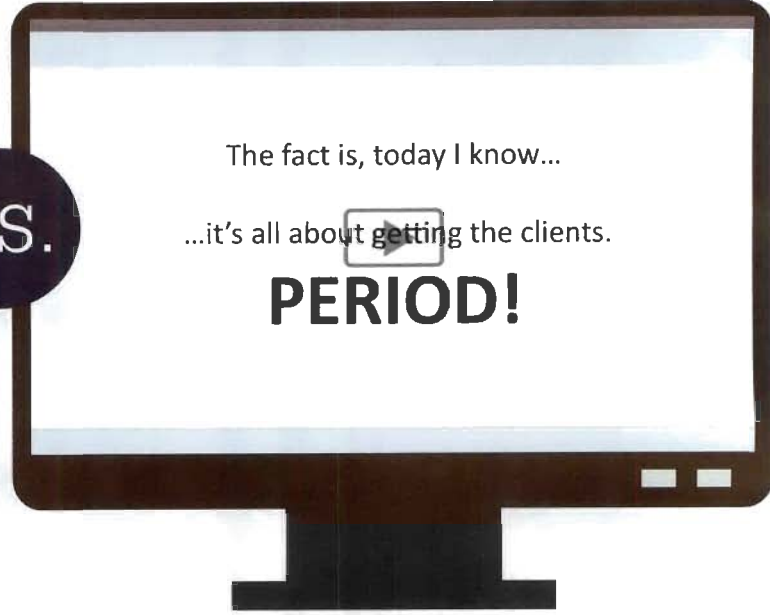
➔ Winning testimonial style that resulted in 296% improvement

AFFILIATE TAB ON SALES LETTER

👑 With Affiliate Tab



✘ Without Affiliate Tab



VS.

Test by Roland Frasier

Over the last year we've been placing a small affiliate tab in the upper right corner of our video sales letters in hopes of bolstering our affiliate program. The thought here was that although it might suppress conversions slightly, the pros of gaining new affiliates would dramatically outweigh the cons long term.

This is one of those tests that goes against common sense. A large obtrusive affiliate tab on the sales letter didn't suppress conversions at all. The sample size of over 35,000 unique visitors and 750 total conversions and these versions resulted in an absolute tie.

Here's the kicker... during this test, version A created 37 more new affiliates than version B (on both versions there is a small affiliates link in the footer). Most businesses are looking for any marketing channel they can use to increase their profits. Affiliate programs are a popular, yet



2.1%

CONVERSION RATE FOR BOTH VERSIONS. THE AFFILIATE TAB DIDN'T EFFECT PERFORMANCE OF THIS PAGE AND RESULTED IN 37 MORE NEW AFFILIATE SIGNUPS!

underutilized channel particularly because it's hard to build an affiliate base.

If you go to most websites you will likely see an affiliate link hidden away in small text somewhere in the footer. This test shows that you don't have to sacrifice immediate sales to bolster your affiliate base. Furthermore, you will be putting more people into your affiliate program that in turn, will drive more sales in the future.

If implemented, this could be a real game changer for your company. As always, I recommend that you test this for yourself before implementing.

FACEBOOK TESTIMONIALS ON TOP

✘ Control

👑 Testimonials On Top



VS.

Test by Russell Brunson and Todd Dickerson

This test was one of those that I thought that I knew which was going to be the winner, and I was completely wrong. I thought that it would be important to show everyone what they were receiving, and then strengthen it with testimonials.

Todd decided to throw in a test where we switched the order and had the testimonials first, and then show what they received last. After a very short battle, Todd's version destroyed mine in conversions as you can see here:

Control	17.82% ± 5%	-
Testimonials at top	34.94% ± 7%	+96.05%

But more importantly in revenues as you can see in the chart.

It's actually very interesting because oftentimes in my head I think that it would be better to tell a story and get people

engaged before showing any testimonials (which reveal that there is a product), but in this case, it has been better to lead with testimonials.

The next test I'm excited to try on our order forms is switching the "form" from the left hand side to the right hand side.

CONVERSION RATE

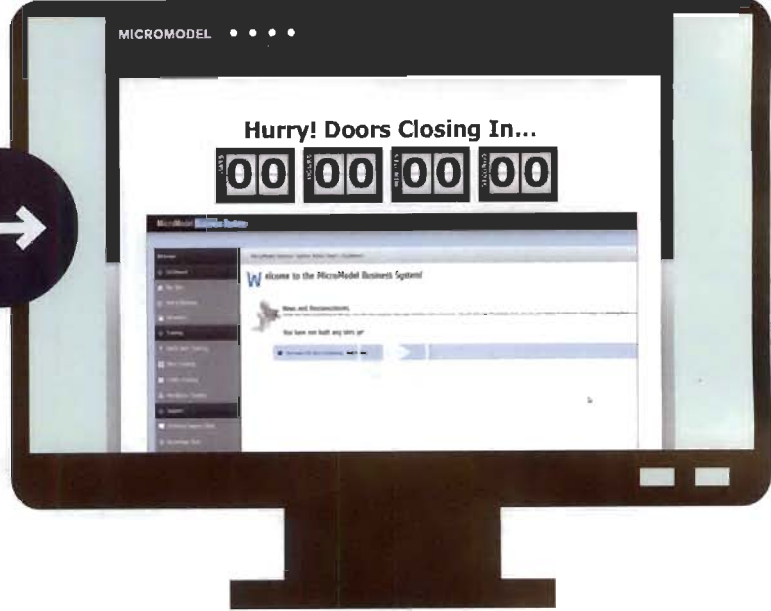


BUILDING YOUR HOT LIST

Hot List Step



Countdown Clock



Test by Mike Filsaime, Written by Russell Brunson

I've always gone back and forth on if we should add a new step after prospects are ready to buy, but before you take them to the order form. The powerful thing about this strategy is you can increase conversions by following up with people who go to the order form, but never actually purchase. But my concern has always been that if we do this, would the percentage of people we lose who would have gone to the order form decrease because they have to optin to get to the order form?

This test run by Mike Filsaime makes me feel a lot more comfortable about adding in the extra "hot list" step before the order page. The sales (pre-followup) seemed to stay

about the same at around 30%, but the optin percentage is an amazing 80.39% giving us more than 80% of the people we can follow up with to increase our sales percentage.

Now, the other cool part of this test is where they sent people in the follow up series. They tried an order form that had the calculator, one without the calculator and one with a countdown clock that you can see above. As you can see adding the sense of urgency with the countdown clock proved to be the winner.

Variations	(visitors)	
Control	(503)	18.49%
Video Close Countdown	(422)	22.27%
Video Close & Calculator	(2100)	15.76%

Variations	(visitors)	Sale	Optin to Hot List
Control	(79)	30.27%	0.00%
Hot List First	(12466)	29.34%	80.39%!
Control Clone (w/exit)	(1487)	33.36%	0.20%!

THE CALCULATOR CLOSE

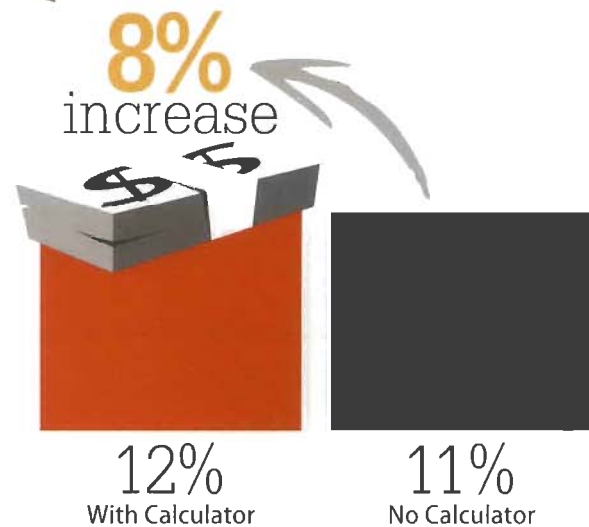
Static Headline



Tested by Mike Filsaime, Written by Russell Brunson

This was a cool test that would work well in any type of business where people could calculate their results. So anything make money related, diet, finance, etc...

CONVERSION RATE



Under the sales video they added a calculator where someone could calculate how much money they would make with the system when they used it. As you can see, adding the calculator did help increase the number of people that went to the order form and increased conversions.

VIDEO SPOILER BOX

Test by Russell Brunson and Todd Dickerson

This test was an idea that Mike Filsaime gave to us. Under his video sales letter he added a spoiler box that had a quick description on what would be taught in the video they were watching. This block sits under the sales video and shows them what to expect in the video they are currently watching.

Since then we have added these boxes to all of our sales videos and so far they have won on every test. I think the key to a good video spoiler box is making sure that the things

you show are engaging and cause the person to want to watch the rest of the video. This is a simple addition to any video that will shoot up conversions fast!



73%

INCREASE IN CONVERSIONS WITH THE SPOILER BOX ADDED BELOW VIDEO (16% CONVERSION) OVER HAVING IT HIDDEN (4% CONVERSION)

IN TODAY'S FREE PRESENTATION



Want to work from home?

Major Pitfalls Revealed

If you've ever tried to start an online business but failed.. it's not your fault. Discover the truth about why you haven't had success yet.



Why Are We Doing This?

DotComSecretsX Goals:

- 1 - help 100,000 people make \$100
- 2 - help 10,000 fire their boss
- 3 - help 1,000 make 6 figures
- 4 - help 100 become millionaires

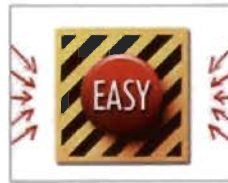
When I had 100,000 people on my list...



The BIG Secret...

You need your OWN LIST!!!

Discover the simple way to add upto 1,000 people a day to your list! Learn the top FREE or MOSTLY FREE ways!

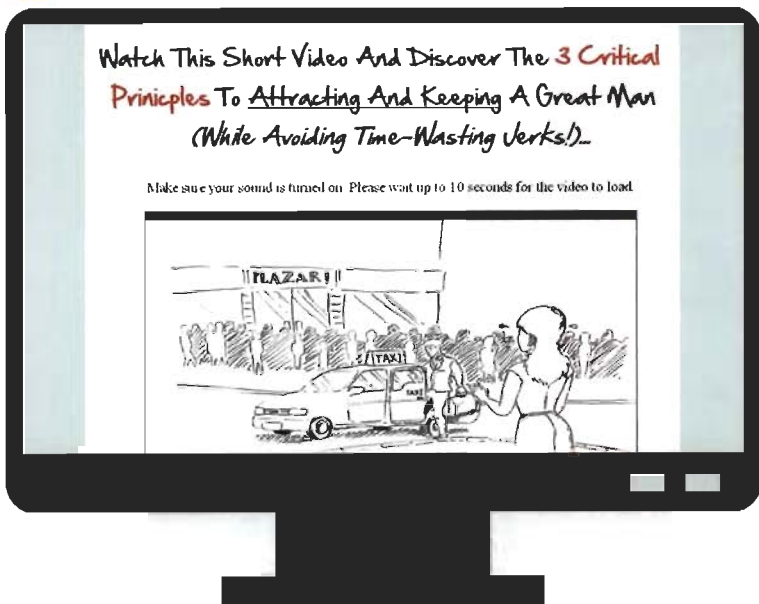


Next Steps To Take...

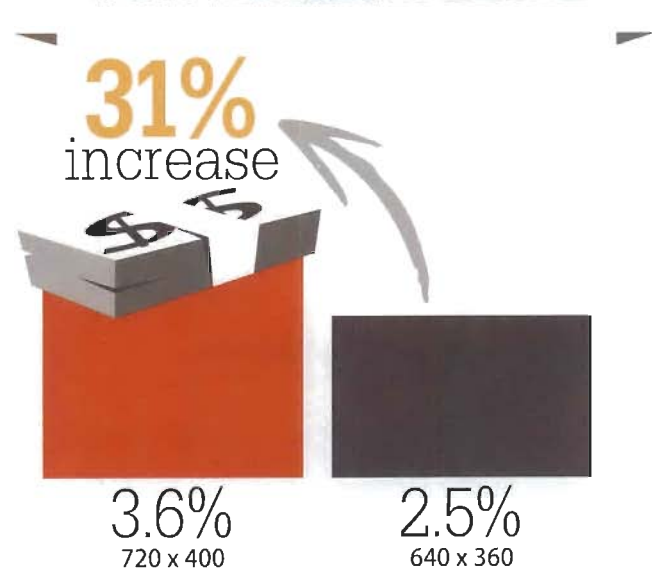
Start the 30 Day Coaching Program Get FREE coaching from an internet millionaire, done for you squeeze pages, list building, SLO's and more

SIZE OF SALES VIDEO

Static Headline



CONVERSION RATE



Tested and Written by Mark Ling

We didn't think it would make a difference to change the size of our video, but it proved to make quite a noticeable one.

We tested 720 x 400 vs 640 x 360. We later tested 720 wide vs 800 wide on three occasions and noticed negligible improvement (800 won by about five sales across about 200 sales).

OPEN OPTIONS

Test by Ben Shaffer

The product I tested was called Instant Profit Booster and sold for \$197. Each of the sales letters tested made at least 100 sales, which means I consider the results 'significant' enough to be able to be reasonably confident about the results.

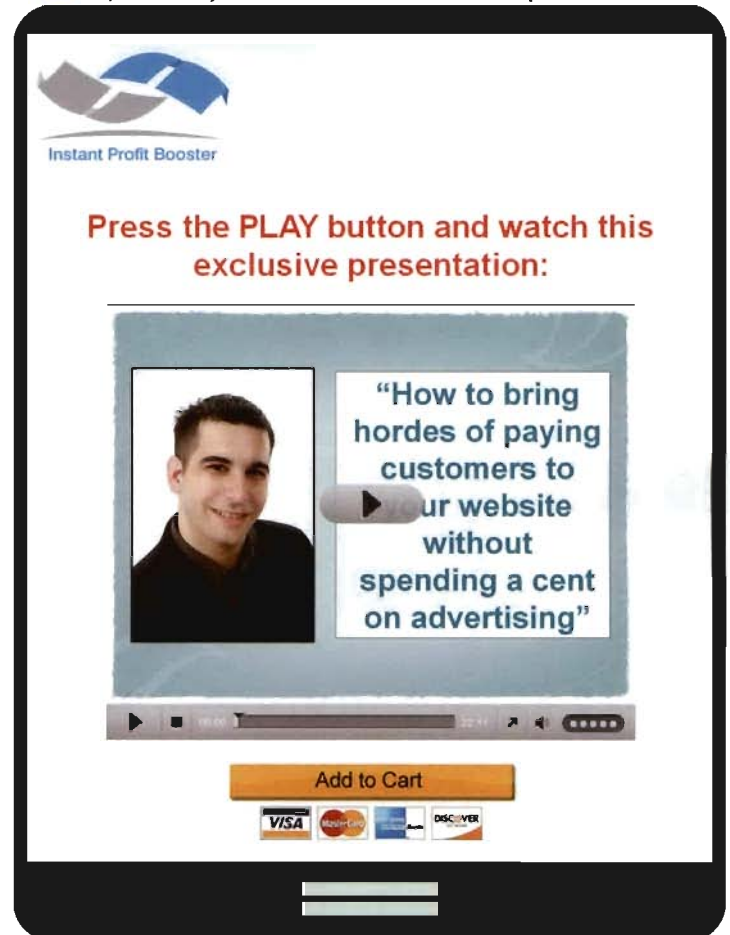
Here are the different versions that I tested and how much each version increased, or decreased sales compared to the average conversion:

v6	-47%	Text Only Sales Letter
v3	-45%	Non-Delayed Order Button, Full Video Controls
v7	-33%	Text + Video
v1	-31%	Non-Delayed Order Button, Pause Button
v4	-31%	Revisitors, Full Controls
v2	-28%	Delayed Order Button, Pause Button
v5	2%	Revisitors, Pause Button
v8	82%	Split Pay, Full Video Controls, Non-Delayed Order Button
v9	134%	Split Pay, Pause Button, Non-Delayed Order Button

Versions 8 and 9 of the sales letter significantly outperformed the rest of my tests because of the split pay option. Having full controls versus just a pause button did influence the conversion rate though.

I believe this is due, at least in part, to the fact that many people see the \$197 price and have to start justifying it in their

👑 Split Pay With Full Video Controls



Scan the QR code or go to the website below to get Ben's full report and more screenshots from this series of split tests:

<http://tinyurl.com/ShafferTests>

head. As marketers we know the higher the price the more people have to justify it to themselves and to their partner. By offering them an option to split the payments they see this as a good deal and it is much easier for them to justify.

While there are a small percentage of buyers who do not make the second payment and the refund rate is higher, the significant increase in sales still makes this very profitable.

ORDER BUTTON DELAY

✘ Control



✔ No Order Button Delay



VS.

Test by Russell Brunson and Todd Dickerson

This is a test we ran on the upsell for one of our supplements, and we learned two very interesting things that we're now testing on all of our other offers.

The first test was to see if we should hide the order information on the upsell and only show the video when visitors first come to the order page, and then show the

price when we mention the price.

I've noticed a lot of people doing that recently, and logically it makes sense. But we've also been testing the concept of showing order buttons immediately on sales videos and recently that keeps winning, so we thought we would test showing the order button immediately on the upsell. As you can see from this test, showing the order button immediately increased conversions by 188.41%.

HOW THE NUMBERS STACKED UP



188%

INCREASE IN CONVERSIONS WITH NO ORDER BUTTON DELAY ON THE UPSELL



\$4.47

MORE MONEY EARNED FOR EVERY VISITOR WHEN THE UPSELL ORDER BUTTON WAS SHOWN IMMEDIATELY

DISAPPEARING DECOY

When we started driving traffic, I was shocked that most people purchased the one bottle for \$69.95 (which taught me a lot about the price barriers in this market). But what was even more interesting was when we removed the three bottle option our profits went up by 83.01%, but when we removed the six bottle option it lowered our profits by 15.06%.

Our thought is that having too many options can hurt sales, but having one high price offer obviously helps push people to what you really want them to buy. Oh ya, and the last thing we learned is to price products a lot higher then you think you should and people just might buy them.

Neuracel

WAIT!
Important Information About Your Order

We wanted to thank you for investing in Neuracel.

Most Popular & Best Value Choice! ★★★★★

BUY 4 BOTTLES GET 2 FREE (6 MONTHS SUPPLY)

- FREE Standard Shipping!
- 30-day Money Back Guarantee
- Buy 4 Bottles and Get 2 FREE!
- 6 month Supply for Only \$539.90 \$229.95 (That's a \$309.95 Savings!)

ADD THIS TO YOUR ORDER

BUY 2 BOTTLES GET 1 FREE (3 MONTHS SUPPLY)

- FREE Standard Shipping!
- 30-day Money Back Guarantee
- Buy 2 Bottles and Get 1 FREE!
- 6 month Supply for Only \$269.85 \$129.95 (That's a \$139.90 Savings!)

ADD THIS TO YOUR ORDER

BUY 1 BOTTLE (1 MONTH SUPPLY)

- FREE Standard Shipping!
- 30-day Money Back Guarantee
- 1 month Supply for Only \$69.95 \$69.95 (That's a \$20.00 Savings!)

ADD THIS TO YOUR ORDER

No Thanks, I won't need this One Time Offer for Neuracel Relief Cream

Test by Russell Brunson and Todd Dickerson

The next interesting test we did was a decoy test. I'd read a lot about decoy tests where you have a high and a low price point in hopes that it will push more people to the middle price point. So we created a one bottle option for \$69.95 (which I felt was WAY over priced and thought that no one would ever take it). We then created a three bottle option for \$129.95 (which I thought everyone would take) and then a decoy 6 bottles for \$229.95.

INCREASE IN SALES

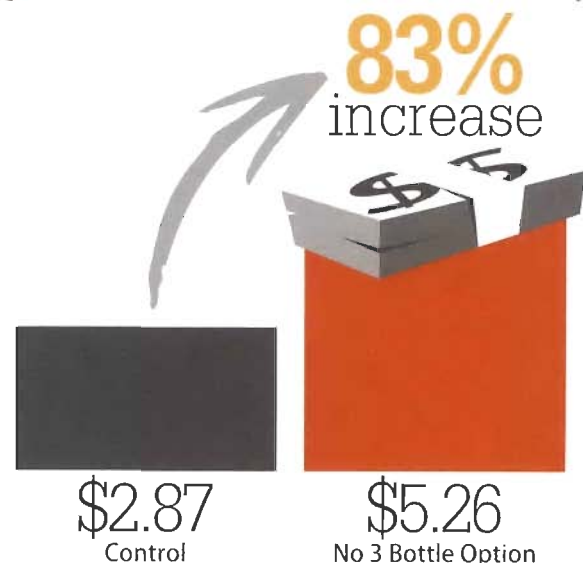


+83%
OVER CONTROL WHEN THE 3 BOTTLE OPTION WAS REMOVED



-15%
OVER CONTROL WHEN THE 6 BOTTLE OPTION WAS REMOVED

REVENUE PER VISITOR



HOW SHOULD WE CONNECT?

✘ Facebook Connect



✔ Facebook Connect + Email



VS.

Test by Russell Brunson and Todd Dickerson

Earlier this year I was in a mastermind group and heard someone say that they tested using a Facebook connect button instead of an optin box and saw no drop in conversion rates and they were able to get the person's real Facebook email address (which, by the way, is a good idea because an email address that is hooked to a social media account is worth a lot more than one that is not).

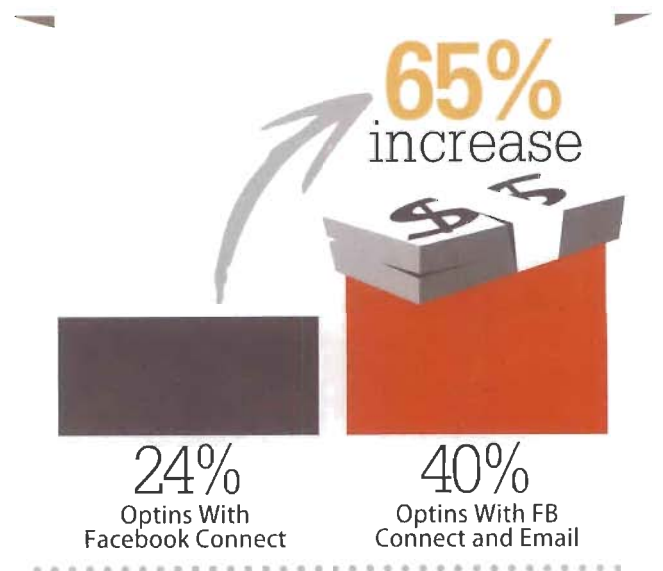
In fact, I heard from one friend that the email addresses on his list that were connected to a Facebook account were worth about \$80 a year, where those that were not were worth less than \$1 per year!

So, hoping that his test was correct, we launched our local black box offer with only that one option. Within a few hours we noticed that conversions were horrible.

So, we quickly scrambled and added an additional email

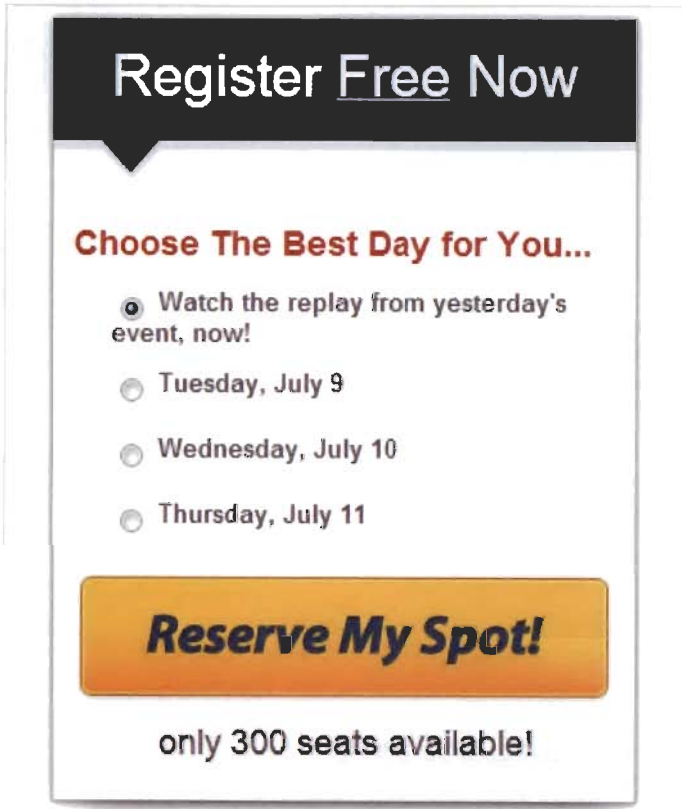
optin button which increased our registration conversions by 65.27% and increased sales of our upsell by 49.92%. So, the moral of this story is don't ever just use Facebook connect.

CONVERSION RATE



GIVE IT TO ME NOW!

👑 Option To Watch Webinar Now



Test by Russell Brunson and Todd Dickerson

So, this is another one of those tests that drove me crazy. We ran it about two years ago, so I don't have the exact A/B results, but I can share with you what happened.

We had launched our first automated webinar and it was doing really well. About that time I saw that Rich Schefren had added an option to his registration form that said "Watch the replay of yesterday's event now."

When I saw it, I instantly hated it. It went against everything I thought and believed with automated webinars. I thought the real power was taking them through a sequence, warming them up and then allowing them to watch the webinar.

But, thanks to Todd (and against my wishes), he decided to try it. He let it run for two or three weeks, and that's about the time I caught it. I told him to take it down, but, luckily for us, before he did he looked at the numbers and what he found was exciting.

Over the prior few weeks, 25 percent of our registrations picked the "Watch the replay of yesterday's event now" but what was really exciting is that 50 percent of our sales came from those people! Yes, the majority of the buyers wanted to watch (and buy) now.

After that, I was humbled again and we moved that option from the bottom of the signup options to the top default option.

HOW THE NUMBERS STACKED UP



25%

OF REGISTRANTS CHOSE TO WATCH THE WEBINAR REPLAY IMMEDIATELY



50%

OF OUR TOTAL SALES CAME FROM THOSE 25% OF WEBINAR REGISTRANTS!

TESTIMONIAL GRAFFITI

✘ No Testimonials

👑 Testimonials Added



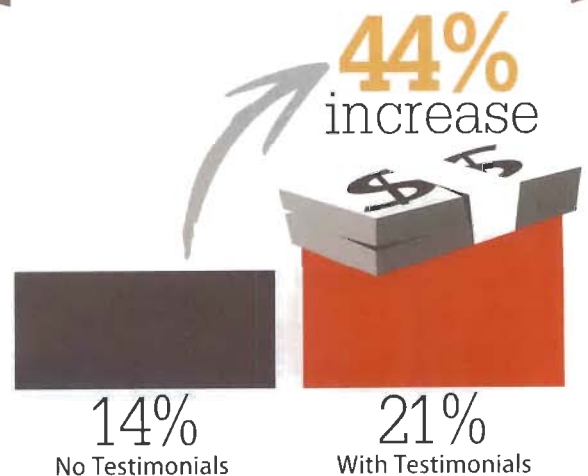
Test by Russell Brunson and Todd Dickerson

On our order form for Neuracel we had this spot that was just empty. We didn't think too much of it at first, but I think it really bugged Todd, so he decided to throw in a few of our testimonials in text format to fill in the open area.

And the results...? Well, as you can see, the version of the order form that had the testimonials smashed the version that didn't have them.

So, the moral of this story is, when you have extra, empty space, don't leave it empty... add some testimonial graffiti and watch your conversions skyrocket!

CONVERSION RATE



FAQS DOUBLE CONVERSIONS

✘ Original



VS.

✔ New FAQ Section



Test by James Francis

For those who don't know me, I have a \$497 "done for you" offer in the "make money online" industry called Done For You Commissions, which is sold straight from a sales video. We do a lot of split tests for it, but this one really blew everything out of the water. We were getting a lot of similar questions in our support desk about the offer, so I wanted to see if answering these at the very end of the sales video itself in a relaxed way would increase sales. So which made the most sales?

Yeehaw! The FAQ section at the end of our sales video actually doubled our conversion rate. In fact, Google Content Experiments was actually so sure of the outcome that it massively weighted the traffic onto the winning version about halfway through the test.

The theory behind this is simple – having their questions answered in the sales video itself actually stops people moving away from our main sales message to contact our

support desk, waiting for a reply, and creating objections in their mind in the meantime. So they retain their buying state of mind (which the sales video created) and "strike while the iron is hot." Plus, the act of answering questions itself shows:

1. There's a demand for the product or service, as other people have obviously had to ask the questions – which is great for adding social proof into your pitch, and
2. You actually care about your customers because you're taking the time to help them with their queries and to come to a decision (even though that was your main objective from the beginning).

To implement this into your own sales videos, just sort through your emails or support tickets from your prospects to find the most common questions people ask. Then answer them in a positive, benefit-orientated way at the end of the sales video – after the final call to action – in a relaxed, soft-selling style.

PAYMENT OPTIONS WIN AGAIN

👑 Full Pay + Option For 2-Pay



👑 2-Pay Option Chosen



Test by James Francis

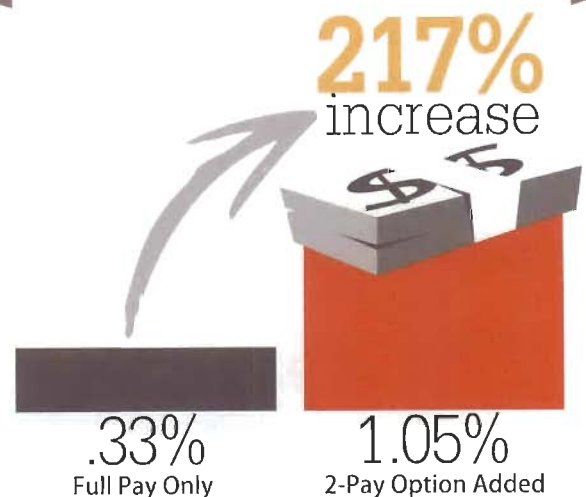
Another great test we've done for our Done For You Commissions offer is related to the pricing and affordability. As the price point is higher than what most beginners in the "make money online" industry are used to, I wondered if adding a choice between the full payment of \$497 or two monthly payments of \$248.50 directly below the sales video would increase conversions.

The sales video remained exactly the same without mentioning the split payment option (to encourage the full payment choice), and below it was a simple radio button selection created using some simple JavaScript code, which revealed the different payment button when clicked. The split payment was simply set up as one monthly recurring payment within our payment processor.

As you can see, the clear winner which more than tripled our conversion rates was the version with the choice between

the full or split payment. Plus, all split payment plan funds were collected too, meaning we didn't "lose out" on any profit. People just love a good financing deal – especially when the price point is higher than what they're used to.

CONVERSION RATE



Now, there are multiple conversion elements at work here...

Our favored payment choice is obviously the full \$497 amount in one payment (as it removes the possibility of the final payment not being collected successfully), so one subtle but powerful element is the favored choice (i.e. the full payment option) being pre-selected and shown in bold, as it draws more attention to it and is seen by the prospect as the main call-to-action. Plus, with the full payment choice being pre-selected, it's the path of least resistance for the prospect, so most of them choose this full payment option.

Another important element is the word "fastest" instead of

"best", as people in this industry want results in the fastest time possible, and it's much more specific than simply using "best", as it shows how it's the best choice.

Similarly, it's human nature to hate waiting for things (especially when you've paid money for it), so the wording "Project Delivered On Final Monthly Payment" not only tells the prospect the terms of the payment plan (removing confusion after their payment), but also makes the fastest payment option more attractive to them due to the reduced waiting time. So whatever your product or service's price point, I'd highly recommend setting up a split test with some kind of payment plan, as you'll be pleasantly surprised at how many extra sales you make.

ORDER FORM DELAYS

No Order Button Delay



Test by Russell Brunson and Todd Dickerson

This is one we have been testing over and over again, and I keep waiting for it to stop winning. The common thought among most marketers is always that you should wait to show

CONVERSION RATE



your order form in your sales video until you mention the price. But once again... showing the order button immediately won.

If you're delaying your buying option, you're probably losing a lot of money... test this out ASAP!

CHANGE THREE WORDS

✘ Control



👑 "Catch-All" Option



VS.

Test by Russell Brunson and Todd Dickerson

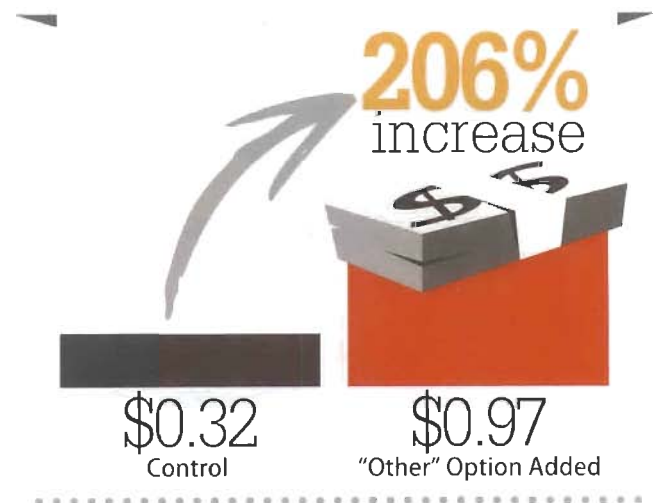
Before I get started on some of the crazy tests we had with this landing page, I want to thank Daegan Smith. He has been split testing this squeeze page for over six years and has created an amazing template that keeps making me a ton of money. We used his control and keep tweaking it and finding new things that help.

So, we did three tiny tests that had huge impact to EPC's and total sales. All of them are very exciting. The first test was to add a "catch-all" for the mini survey.

The psychology behind Daegan's landing page is that having a mini survey gets people engaged, and after they have made the first micro commitment, they are more likely to finish filling out the process. In the control, we gave four distinct options but in the test we changed one of the options to a "catch-all" because we assumed that many of the people didn't hear about us from one

of those options, and maybe because they didn't, they stopped progressing. So we added "other" as the fourth option, which gave everyone a way that they could answer the question correctly. The next two tests we did on this landing page are shown on pages 74 and 75.

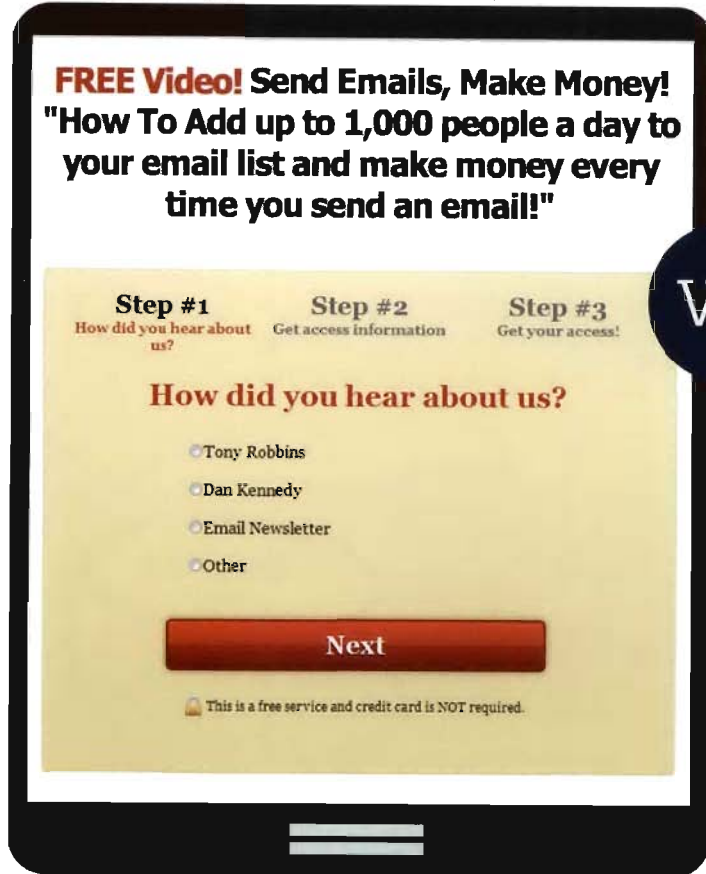
EARNINGS PER CLICK



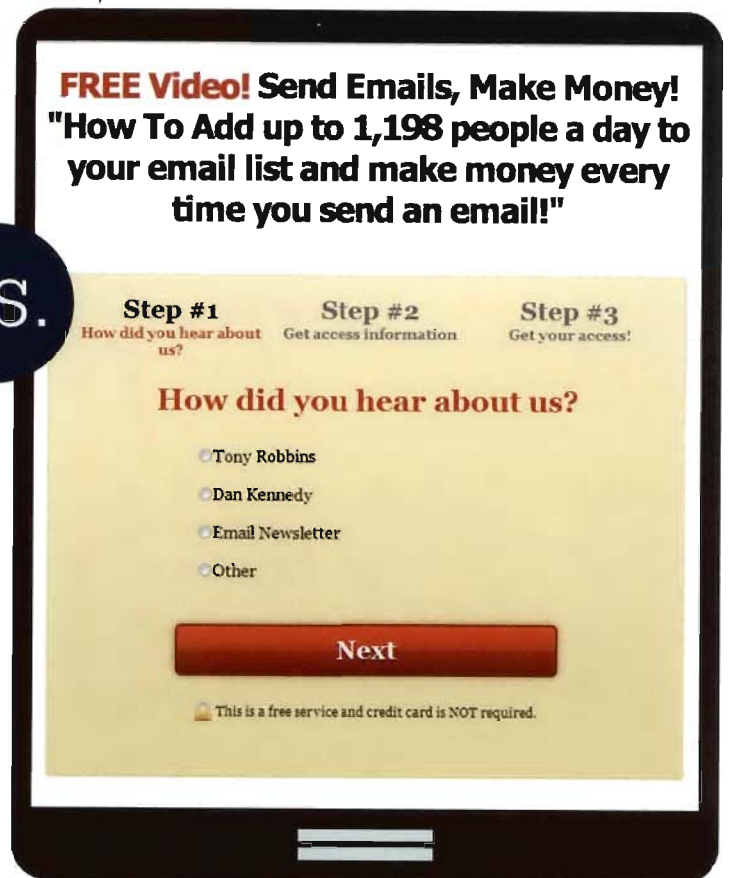
SPECIFIC NUMBER IN HEADLINE

✘ Control (1,000 In Headline)

👑 1,198 In Headline



VS.



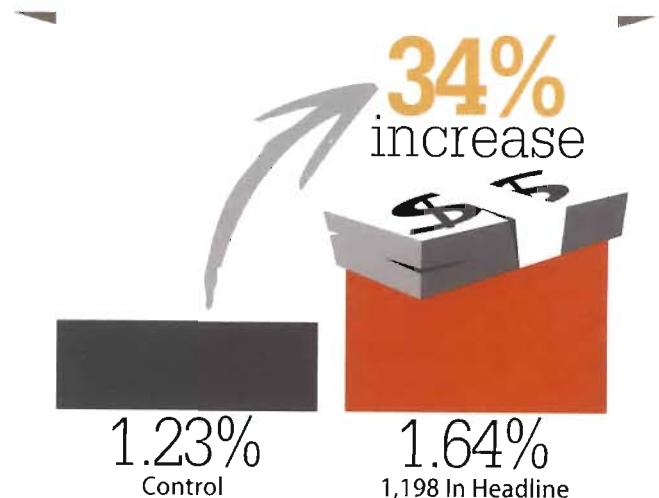
Test by Russell Brunson and Todd Dickerson

This test was cool because it helped to prove something that I had assumed was true. Our first headline said it would help you to add 1,000 new leads a day to your email list, where the test gave a number that was very specific: 1,198 people a day.

I think that when you see a number that is rounded up or down, people assume that you're guessing. But when you give a specific number they believe it's the actual number.

The result? We saw a 33.56% increase in conversion by using 1,198!

CONVERSION RATE



TWEAKING THE FRAME

👑 Control (Get Your Access)

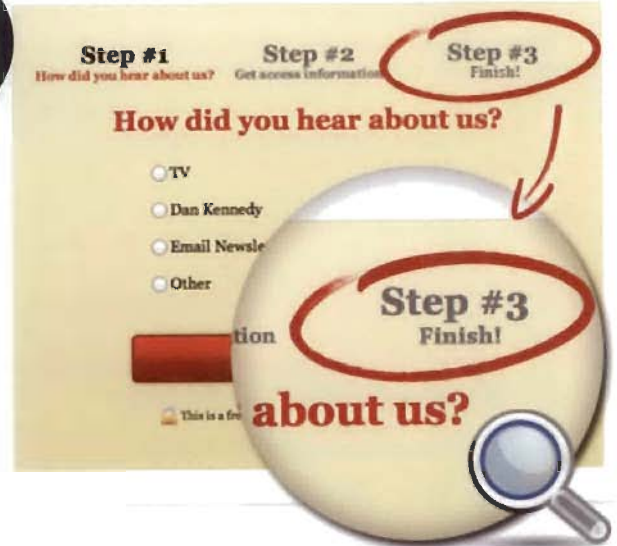
✗ Finish

FREE Video! Send Emails, Make Money!
"How To Add up to 1,198 people a day to your email list and make money every time you send an email!"

FREE Video! Send Emails, Make Money!
"How To Add up to 1,198 people a day to your email list and make money every time you send an email!"



VS.



Test by Russell Brunson and Todd Dickerson

The only difference between these two pictures is we changed the text on step three from "Finish" to "Get your access!" After we ran this one we were really excited to see that the word "Finish" increased our optins by 18%. In fact, we almost called a winner and just turned off the test. But luckily Todd looked a little closer to see how it had impacted sales, and what he found was a little strange at first. The page that had the "Finish" option may have increased optins by 18%, but it decreased sales by 31%.

After debating why this would happen, our thoughts are that it has to do with the pre-frame they are entering the sales video through. With "Finish" they think they are finished and

in their mind they close the sales loop, where as when they see "Get your access!" the loop is not only still open, but it gets them excited for the next step in the process.

We are testing this concept now with our upsell processes as well where we are taking someone from page to page. The frame someone enters each page of your website through has a huge impact on the actions they take on that page.

HOW THE NUMBERS STACKED UP



+18%
 MORE OPTINS OVER CONTROL WHEN "FINISH" WAS USED



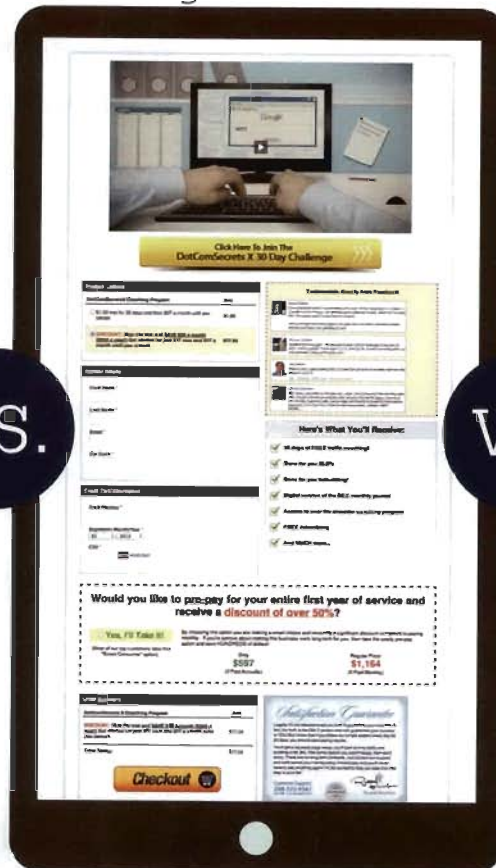
-31%
 LESS SALES WHEN "FINISH" WAS USED, MAKING CONTROL THE WINNER

ORDER FORM SMACKDOWN

✘ Control (2 Step Form)



👑 On Page Form Left



✘ On Page Form Right



Test by Russell Brunson and Todd Dickerson

This set of tests was something I was excited to experiment with. For years we have been doing order forms in a two step process, where someone would watch the sales video, then after watching it they would click on an order button and be taken to a new page to order.

For a long time I have wanted to test this, but until recently we were using Clickbank on all of our sales funnels, so we weren't able to do inline order forms.

But as we've been recently moving away from Clickbank, it has opened up a whole new world of testing ideas that we can try.

So the first test was having a button that took you to a new order form on a new page versus having the order form open in the same page. This was a test that I felt like I knew which was going to win, and I'm very happy to announce that I was right! Having the order form in page increased our conversions dramatically. (It's almost embarrassing how badly it was beaten).

Now, the second test in this series was to have the form where people fill out their credit card details on the left versus the right. My thoughts were that if someone is filling out a form and it's closer to the scroll bar, that it would increase conversions. We've seen similar things with optin forms, so I figured it would carry over to order

ORDER FORM SMACKDOWN, CONT.

forms. But, unfortunately for me, I was wrong on this one. For some reason the order form on the left side has been beating the form on the right side consistently for a few weeks now.

I keep hoping it'll lose, but so far no luck.

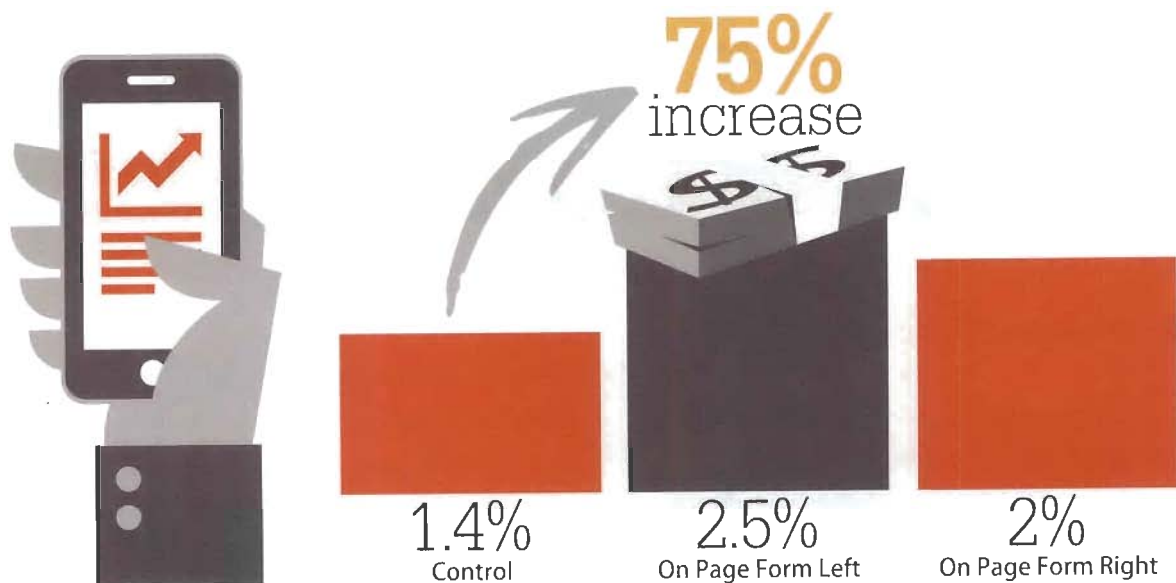
We have a few new tests running on this order form that are exciting, but we don't have enough results yet to show off. But so far in just 60 days we have been able to increase conversions of the front end of the DotComSecretsX funnel by over 500% and order form conversions by over 300%.

Pretty crazy considering we haven't touched the sales video yet! How much have you increased yours so far?

Brad Callen took one of our landing page tests, and check out his results:

"Hey man, on Friday, I tested out the Facebook comment style testimonials vs the testimonial style we used before, which was just our own design. The Facebook testimonial style outperformed the other, big time. 217 front ends vs 287 front ends. That's pretty major, considering it wasn't a change to our sales video at all."

ORDER FORM CONVERSION RATES



Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors
Control	1.42% ±0%	-	-	29 / 2045
On Page Order form Left	2.48% ±0%	+75.22%	99%	41 / 1650
On Page Order form Right	2.06% ±0%	+45.10%	93%	35 / 1701
Average Case	1.95% ±0%	-	-	105 / 5396

7 VS. 30 DAY TRIALS

✘ 7 Day Trial (Control)



VS.

☑ 30 Day Trial (Treatment)



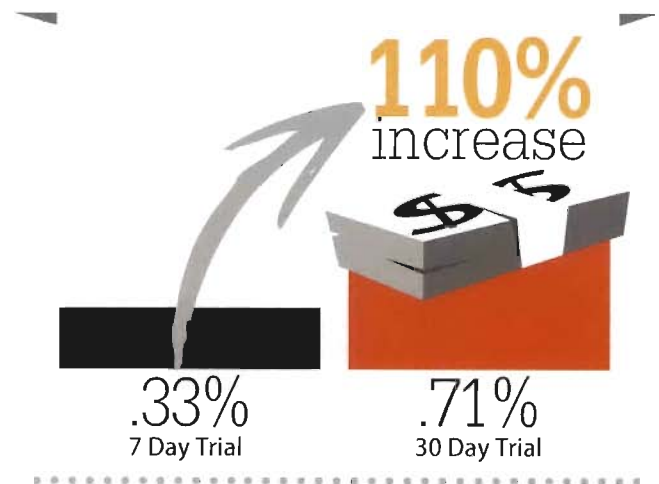
By Magdalena Georgieva from Hubspot.com

The screenshot above is of a call-to-action A/B test that sought to compare two marketing offer types. The image actually illustrates what HubSpot's homepage used to look like in 2010! Originally, HubSpot's homepage offered our community a seven-day free trial.

However, we were curious to see if offering a longer trial period would entice more visitors to sign up. Would it have a significant effect? In this case, our control was a variation that offered the seven-day free trial, and the treatment offered a 30-day free trial. Results from the test showed that the 30-day free trial enticed more visitors and had a significant effect on conversion rates.

The 30-day free trial won with a 99.9% confidence rate and created a 110% increase in HubSpot free trials. The control had a 0.326% visitor-to-free-trial conversion rate, while the treatment had a 0.709% visitor-to-trial conversion rate.

CONVERSION RATE



Scan the QR code or go to the website below to view more tests:

<http://blog.hubspot.com/blog/tabid/6307/bid/31634/A-B-Testing-in-Action-3-Real-Life-Marketing-Experiments.aspx>

NO CREDIT CARD REQUIRED

👑 Trial With No Credit Card Required



By Neil Patel from QuickSprout.com

All free trials are not equal. Some people require a credit card upfront to start the free trial while others do not. Totango just released an interesting study that showed the difference between asking for a credit card upfront versus asking for it later.

The results were huge! By dropping the credit card requirement, they were able to increase front-end signups by 500% and overall paid customers by 50%.

Although 50% isn't as big as 500%, it's still a big increase.

✘ Trial With Credit Card Required



DOTCOMSECRETS LABS

BACKEND TESTS

swipe & deploy

LOVE THIS ISSUE OF DOTCOMSECRETS LABS?

Post your review & we'll send you a free DCS Labs shirt!

STEP 1

Record a video review of this issue (be sure to show off your copy!)

STEP 2

Post it to YouTube and share the link at [facebook.com/groups/dcslabs](https://www.facebook.com/groups/dcslabs)

STEP 3

Look awesome in your new DCS Labs t-shirt.



Plus, if you tell us how you implemented an idea from this issue, you could win a free iPad Mini and get featured in next month's issue! So send us your review today.

THE SLIDE THAT IMMEDIATELY GAVE US A 25% RASIE!

Test by Russell Brunson and Todd Dickerson

Last summer I was sitting on a house boat with Kirt Christiansen who has an automated webinar right now in the trading niche that is killing it. While we were sitting on the boat, he pulled his phone out of his pocket and showed me his email inbox.

What I saw shocked me. It was two pages of emails from people who had called him and left their credit cards in a voice mail! I asked what he did, and he told me that in his webinar, when it reaches his CTA, he gives his customers the ability to order online, or they can call and place the order... but he did it with a twist.

If they wanted to buy, but they had a question before they ordered, he had them call a Google voice number, and leave their full name, address, phone, email and credit card number (with expiration). He would then call back the next

👑 Questions Slide



Get Started NOW For Just \$725 Today
 Click Button Below Or Signup Here:
<http://DCSLocal.com>

Still Have Questions...?
 Call our secure voicemail line at 1 (816) 866-6615 and leave a DETAILED message with your full name & address, phone, email and credit card number (with expiration) and we'll return your call tomorrow to confirm and process your order, and answer any questions!

09:59

DotComSecrets LOCAL

THE NUMBERS



25%

INCREASE IN PROFITS WHEN WE INCLUDED A SLIDE THAT SHOWED PROSPECTS HOW TO CONTACT US FOR QUESTIONS.

day, answer their question and then bill their credit card. But the key to this was to stress that they needed to leave their credit card to lock in their position.

I got excited by that, so when I got back home I found his webinar, watched it and saw what he did. I then went back into my own automated webinar that had been running for months, and tweaked one slide (shown here).

Immediately we started getting phone calls each day. After the dust settled, we looked at the stats and saw an immediate increase in profits by over 25 percent.

My thoughts are there is a percentage of your customers who want to buy, but they have just one question keeping them from calling. If you give them the ability to get that one question answered, they will buy.

PAYPAL'S "BILL ME LATER" FINANCING PUTS 35% MORE MONEY INTO OUR POCKET!

👑 PayPal Bill Me Later Option



👑 StoreCoach.com Using BML



Test by Russell Brunson and Todd Dickerson

I want to preface this test with the fact that if I trusted PayPal, I'd use this on everything that I sold. But I've had too many PayPal accounts shut down, so we were a little timid with this test, but still were able to get a huge 30 to 35 percent increase in sales on one of our high ticket offers. Let me explain.

PayPal's "Bill Me Later" program lets your customers buy your product, you get the money immediately, but they don't pay interest (or anything) for six months... But here's the kicker – after 60 days, they can't refund, and PayPal does all of the collections for you! Pretty cool, don't you think?

So, if I was pitching this hard on a webinar, my script would be, "and to prove that what I have works, I'm gonna let you buy it, and use it for six full months before you ever have to pay a dime... that way you can make your money back

before you pay anything..." I'm sure that if I used that pitch I could have easily gotten over a 50% increase, but alas, I'm scared of PayPal stealing my money.

So, what we did instead, after people left the order flow, we live chat exit popped them about a financing option... which was just us pushing to a version of our order form with a video at the top showing them how to use "Bill Me Later." We also added one email to the follow up sequence for webinar attendees who viewed but did not purchase. Between these two things we saw an immediate increase in sales by 30% to 35% on a \$725 offer.

After mentioning this to a few friends, I saw our buddies at StoreCoach.com implement it as one of their core buying options (even given higher priority than their normal order button). I don't know their conversion rate, but I'm sure this gave them a nice lift.

THE “DAN KENNEDY” OFFER

👑 Dan Kennedy Style Offer



Test by Mike Cooch

One of my friends, Mike Cooch from LocalIncomeLabs.com, sent us a really cool test that I wanted to show you because the only real “tweak” was the actual offer. Sometimes we focus so much on the little tests, that we forget the biggest thing we can change (that will often have the biggest impact) is our offer. Check out the huge increase Mike saw by tweaking his offer:

We just re-launched Smarter Webinar, a \$47/month automated webinar service to our list. We took two approaches and did a little split test:

- **Promo #1:** Sell a valuable, low end offer (\$19 for 20 done for you webinar presentations, email scripts, etc.), then sell Smarter Webinar as the upsell with the offer to discount the first month. So the total they paid today was only \$47, the normal cost of one month of Smarter Webinar.

- **Promo #2:** Sell Smarter Webinar directly, but offer the same 20 webinar presentations as an “amazing free gift” just for trying the service” (Dan Kennedy style).

Here are the results:

Promo #1: \$6.25 EPC

- Recurring Smarter Webinar accounts sold: 34
- Total Revenue: \$3,441
- Total Recurring Revenue: \$1,598

Promo #2: \$8.64 EPC

- Recurring Smarter Webinar accounts sold: 153
- Total Revenue: \$7,191
- Total Recurring Revenue: \$7,191

I guess we know the right way to promote continuity to our list! Even if we see much more churn from the Promo #2 buyers, we are going to come out way ahead.

TOTAL REVENUE



THE TWO-STEP CALL CENTER



Test by Russell Brunson and Todd Dickerson

When we first launched our supplement offer, we decided to do a two-step order form where we would ask for a shipping address and phone number on page one, and then on page two we would let them pick which package they wanted and get their credit card information.

While setting this up I was looking at a lot of other similar style offers, and I would always order them to see their sales process. One night after filling out an order form for some miracle supplement - I was too lazy to find my credit card to order and instead decided to go to bed. The next morning I got a phone call from a call center asking me if I had any questions about the order and if they could help me

complete it. Pretty cool if you ask me.

So, that day we had someone in our office start calling all of the partial leads that came through our funnel. Within minutes she started closing sales. We discovered very quickly that she was able to convert over 10 percent of our partial leads into sales just by answering one or two questions. (I think she could have closed a lot higher if she had been able to get a hold of more people).

Because this test worked out so well, we've decided to test out a few different call centers to see how much of a closing percentage they are able to get if they call the prospects within an hour of them ordering and can more easily follow up with them if they aren't able to get a hold of them.

We have been playing with this two-step order process in a few markets now, and I'm very excited about them for three reasons:

- First, we get a lot higher conversion doing two step order forms (more leads)
- Second, we can email those leads and get them to convert to buyers
- Third, we are now able to call them on the phone and convert an even higher percentage

HOW THE NUMBERS STACKED UP

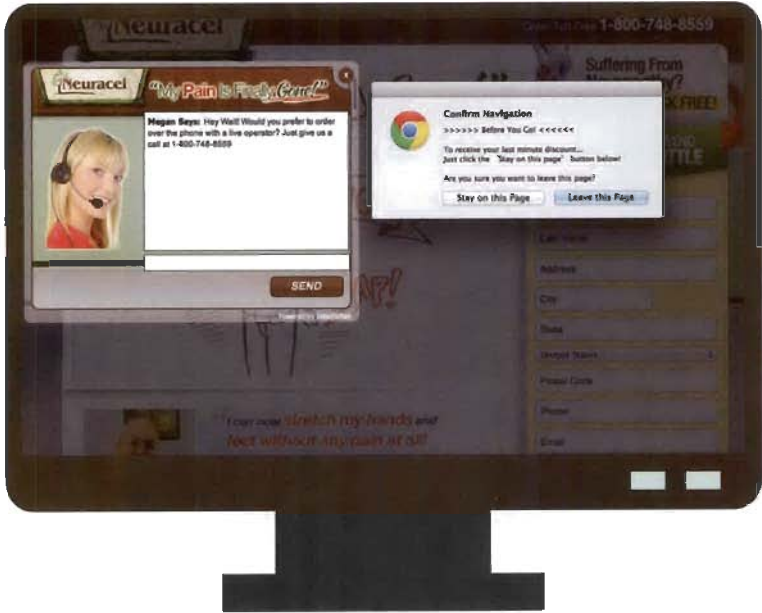


10%

PERCENTAGE OF PARTIAL LEADS WHO BOUGHT AFTER WE CALLED AND ANSWERED ONE OR TWO QUESTIONS.

PHONE ORDER EXIT-POP CREATES 65% LIFT!

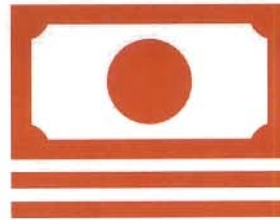
Exit Pop With Phone Number



Test by Russell Brunson and Todd Dickerson

I'm not sure if this strategy will give the same lift in all marketplaces, but with our supplement, we have an older demographic and many of them are nervous about ordering online. At first we added a phone number to the header of our sites, and instantly we saw a percentage of sales start coming into that phone number.

We later had an exit-pop that offered our visitors a discount on shipping if they ordered now. While we thought it was a good idea, the number of sales we got from it were almost zero. So that's when we decided to tweak the exit pop to say, "Are you nervous to order online? If so, please call this phone number."



65%

LIFT IN SALES AFTER WE ADDED AN EXIT POP THAT GAVE PEOPLE THE OPTION TO CALL AND ORDER BY PHONE.

We also added multiple emails into our follow up system telling them that if they are nervous about ordering online to call us and we'll have someone take their order. By adding phone numbers in these three locations we have seen a 65 percent lift in sales from the phones.

Again, I'm not sure if this will translate the same for all markets, but my guess is you'll see an increase of online and offline sales by adding phone order options immediately.

OUR EIGHT-FIGURE CALL CENTER SCRIPT

Test by Russell Brunson and Todd Dickerson

As many of you know, for about five years we ran an in

house call center in Boise, Idaho. As we went from one sales person to over 60 we had to create systems and scripts that helped us to systematize our process and build

an eight figure a year business. Each time we hired a new sales person we would give them our sales script and a DVD teaching the four parts of the script.

1. Introduction
2. The Blast
3. The Probe
4. The Commitments

They would have to memorize the script that night and come back for a second interview. If they could learn the script, they would make me (and themselves) a lot of money. It was simple - stick to the script, make money.

Download the full printable version of our script at tinyurl.com/7FigureSetScript or by scanning the QR code on the right. You can modify this script and use it to make money in any niche. It follows a two person setter/closer process.

On the next page, I'll explain more on how the setter/closer



Scan the QR code or go to the website below to get the printable version of our sales script:

<http://tinyurl.com/7FigureSetScript>

process works. And I'll show you how we tweaked this process into a very powerful three step process (liner/setter/closer) and also I'm going to give you the four training videos that we gave every new hire.

Watching these four videos will help you to learn the script even better and you can give it to your sales people and have my guys train your guys. So, look for those videos on the next page!

INCREASE SALES AND KILL TWO-THIRDS OF YOUR REFUNDS!

Introduction



Scan the QR code or go to the website below to watch this video:

<http://tinyurl.com/cutrefunds>

Written by Russell Brunson

Here is an awesome three minute video from the late Gary Halbert that shows a very powerful strategy to increase your sales by 50% and decrease your refunds by two-thirds.

In this video Gary talks about how most people decide if they are going to get a refund while they are ordering, and to combat that he created a "double your money back" guarantee. The secret is in how you structure the compliance to receive the actual refund. This video is short but will give you a very powerful way to structure the guarantee in your offer!

THE TWO-STEP CALL CENTER

Written by Russell Brunson

On the last page I gave you the sales script that we used to build our sales floor from one guy, to 60 full time sales people. When we would hire a new sales person, we would give them this script and a DVD to watch with our top four sales guys training how to use it.

Each of these sales guys produced over \$1 million in sales each... each year!

For years people *begged* me to have a copy of the videos so they could use them to train their sales people, but I've always said no... until today. Here are videos from our top four sales guys showing how to use our script.

FULL VIDEOS

Introduction



Scan the QR code or go to the website below to watch this video:

<http://tinyurl.com/tscc01>



The Blast



Scan the QR code or go to the website below to watch this video:

<http://tinyurl.com/tscc02>



The Probe



Scan the QR code or go to the website below to watch this video:

<http://tinyurl.com/tscc03>



The Commitment



Scan the QR code or go to the website below to watch this video:

<http://tinyurl.com/tscc04>



THE “TOILET LETTER”

Written by Russell Brunson

When we first launched our call center a few years back, we started by calling all of our customers who had purchased a product, and offered them our high end coaching program. Initially we had great success, but because we didn't know what we were doing at the time, we tried and tested a lot of things.

One of the first things we found was that if we timed when we would call our leads, we could effect how much money we made from each customer. If we called too early, then they hadn't gotten the product and they weren't ready for a coaching upsell. If we called too late, then they had forgotten who we were, and had moved on to the next thing.

We found that our sweet spot was to call them between days 14 and 28. That is where we saw the highest DPL (dollars per lead). On average we'd make about \$150 for each lead we called during that time period.

Then one day we had an idea. It was actually a stroke of genius, but was created out of laziness. Some of our sales guys were complaining and said, "I wish people would just call us instead." I thought it was funny, but then the wheels in my head started spinning... So, I wrote up a quick letter (that became known as the "toilet letter") that we would mail out immediately to all buyers. They would call a phone number requesting a free CD and some checklists. When they called, it would go to one of our live sales people. They would get their address, and ship out the packet... but then, while they had the person on the phone, they would go into their sales call.

We ran this campaign for over a month, and I had (stupidly) assumed that it didn't work, so when we ran out of the toilet letter, I told our team to stop shipping it out.

DOLLARS PER LEAD



About two weeks later, one of the sales guys asked me if it was possible to get more of those "call in" leads. I asked him if he liked them, and when he responded that *most* of his sales came from them before, I went back and actually looked at the numbers.

What I found out shocked me. The people who initiated the sales call from the toilet letter were worth \$450 per lead! I think that this was caused for two reasons:

First, it got our hyper active buyers to raise their hands and sign up now. Second, it changed the state of the call. When a sales person calls you, it's not normally something most people look forward to, and it takes a lot to build rapport and get the sale. But when the client is calling you to claim their free gift, it starts the call off on a different note.

We found that we had similar numbers for anyone who called in before we made the outbound sales call, so we added this same call to action on our "thank you pages," in our email follow up sequences and anywhere else we could add it in. We've included the full toilet letter on the next few pages of this book.

*SPECIAL OFFER FOR NEW STUDENTS

Exclusive "Thank You" Gift:

"Discover How You Can Grab My 'Take-You-By-The-Hand' Action Checklist You'll Refer To Again And Again Throughout Your Wealth Building Journey... For FREE!!!"

Best Part? It's like having me looking over your shoulder, checking your work, making suggestions, and recommending improvements as you take action on all of the wealth-building knowledge you'll gain as one of my valued customers!

Dear Internet Marketer,

As you know, I live, eat, and breathe marketing. I have a marketing library that's worth over \$200,000. And I teach marketing for a living via workshops, teleseminars, and coaching groups.

Yet, even I can't remember everything. I mean, it's downright impossible to remember every marketing tactic, outsourcing trick, copywriting secret, and product creation strategy off the top of my head.

SAVE TIME AND MAKE MORE \$\$\$

That's why I created special "action checklists" for myself. It's always sitting on my desk to my right--next to my photos of my wife and kids. I refer to it constantly to remind myself of the critical steps I need to take to extract as much profits from my business as possible!

Let me tell you, it has come in handy so many times! Like the time my search engine optimization efforts weren't skyrocketing my site to the top of Google. Instead of trying to filter through YEARS of search engine knowledge in my head to figure out what was wrong, I simply referred to my action checklist and discovered the crucial step I left out.

Or when I wrote a sales letter that wasn't converting worth squat. Instead of trying to recall every copywriting secret from all the marketing books I've read, I just referred to my trusty checklist to figure out that I had ignored a critical copywriting rule. Let's just say that...

**This Checklist Has ~~Saved My Butt~~
Over And Over Again...And Prevented Me
From Flushing Money Down The Toilet!**

You see, about a year ago while doing a two-hour call for one of my \$10,000 coaching students, I had a revelation. Since it's my duty to over-deliver each and every time I teach "newbies," I flooded my students with as much actionable, wealth building information possible.

OVER →

But there was a problem: I was going through the material way too DARN fast! The students were going through serious "information overload" and desperately asked for a simple step-by-step checklist of what to do next!!!

A BIG PROBLEM

So I decided to reveal my checklist to everyone on the call. And I revealed it to even MORE of my students who paid big bucks to learn from me. I mean, that checklist has saved me so many times, I cannot count. If it helped me, it can definitely help you with your business!

At first I wanted to give my checklist to ALL of my customers. But then I decided to be selective regarding who'll get it. I mean, I spent countless hours devising this checklist stemming from YEARS of listening to teleseminars, webinars, watching DVDs...you name it!

So I revealed the checklist ONLY to my top clients who pay me over \$10,000 to coach them and to a few who bought my high-ticket courses where I charge up to \$1,497. Heck, the checklist was recently included in my home study course I sold last year for \$997... but now it is off the market!

To be frank, this stuff is TOO valuable to give to just ANYONE. So I kept my action checklist under close wraps...

UNTIL NOW!!!

I am going to give you the EXACT SAME checklist I use every day as a "thank you" for being my student.

You see, this checklist is a "Cliff Notes" version of my million-dollar blueprint that chunks down every critical step necessary to build a profitable online business. The steps are broken down into 6 phases that include idea generation, preparation, product development, website structure, copywriting, and traffic generation.

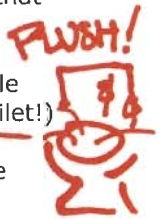
You'll be able to leaf through this 6-page document while working and easily check off everything you need to do without racking your brain trying to "figure out" if you remembered everything. This checklist will indeed become a "trusted friend" throughout your wealth building career!

Here Are Just SOME Of The "Insider" Tips You'll Discover (And Constantly Be Reminded Of) When You Refer To My Action Checklist Daily!

- The 7 things you MUST think about before you even start a project (Believe me, I discovered this the HARD way as I had to live off Ramen noodles for a while in college to survive! **DON'T DO ANYTHING W/O THIS LIST OF 7 THINGS!**)
- The 6 secret sources I use to find top-quality workers that'll do all the work for me (forget about doing everything yourself when you can delegate and focus on the REAL moneymaking functions of your business!)
- The 12 business functions you can easily outsource (I am consistently SHOCKED at workshops and teleseminars how many people don't know about this!)
- 21 ways you can package your content (if you think you're limited to just ebooks and mp3s, you're sorely mistaken!)

FOR THE
1ST
TIME
EVER

- My simple 3 step plan for performing flawless product research (this is the bread-and-butter of how I was able to create products my target market constantly salivates for!)
- The 6 merchants I use to print my newsletter, fulfill my orders, duplicate CDs, and create flawless workers (I don't even reveal this "closely guarded" info at my \$5,000 seminars!)
- How to harness the product creation feedback you've received to generate an outline for a cash-siphoning sales letter. (Most marketers are clueless about this step and end up falling flat on their faces when it comes to making sales!)
- My secret profit-pulling outline for creating irresistible sales letters and squeeze pages that flood my merchant account with fistfuls of cash!
- My 15 step plan for making sure your website is going to pull as many orders as possible (miss just ONE of these steps and prepare to flush your advertising dollars down the toilet!)
- The RIGHT way to capture hoards of joint venture partners and affiliates who'll promote your products (Bar none: this is where you'll make the big money FAST!)
- The EXACT 12 steps you MUST use to shovel tons of free traffic to your website (these are the same SEO strategies I instill in my overseas workers who work tirelessly to generate free traffic to my site!)



*** AND A WHOLE LOT MORE!!!**

I'm Going To Shamelessly Bribe You With The Following Bonus Previously Available ONLY TO My \$997 Home Study Course Buyers!!

Now I know you're going to use my DotCom Secrets Action Checklist so much, you'll have to laminate it so it won't get worn out after repeated use. But to ensure you completely understand the importance of each and every step on this checklist I'm going to sweeten the pot--big time!

If you order while supplies last (more on that later) **I'm also going to throw in a set of 6 mp3 audios** where I go into explicit detail over every checkpoint.

These exclusive mp3's were created **ONLY** for students who purchased my \$997 home study course I sold last year. I expound over every single checkpoint to make sure **ANYONE** can take action on these timeless million-dollar action steps. Each audio is over an hour long, so that's six hours of "no-fluff, no-filler" content I'm throwing in as a "thank you" for being one of my valued customers.

"So Russell, How Much Is Your 'DotCom Secrets' Action Checklist Worth?"

Listen, you've probably wasted your money on a lot of \$47, 256-page ebooks that had only 15 pages of actionable content. And you've probably wasted time on bogus advice given by that "instant forum expert" with a high post count that annihilated your advertising budget.

OVER! →

Let me tell you, I feel your pain. Why? Because I was there myself while in college—blowing the little money I had on “get rich quick” schemes, chain letter scams, and the latest “How I Made \$231,432 in 24 Hours While Sipping A Margarita In Cancun” \$27 ebook.

You see, this checklist is essentially my PROVEN and TESTED million dollar blueprint stripped down to its bare bones. It's only on 6 pages so you don't waste valuable time reading it---time that's better spent building your business!

6 PAGES OF MONEY MAKING MAGIC

* Best part? **I'm willing to give this checklist (worth \$397) to you for FREE!** The only catch is that you have to call 1-800-272-6871 (Access Code: 2345) right now to get the scoop. This is a sweet deal considering I will be selling these checklists for a limited-time price of \$97—HUNDREDS off the regular price! *

Listen, when you compare the benefit of having this million dollar checklist to the few seconds it'll take you to make that phone call, **it should be a no-brainer decision.** When you use my action checklist and it points out the 1,2 or 3 things you forgot (for most people, it's even more!) and you make those corrections before you continue with your project, it could save you hundreds, thousands...even TENS of thousands of dollars!

**Can YOU Instantly Recall (And Apply)
EVERY Copywriting Rule, Traffic Generation
Tactic, And Product Creation Tip?**

Chances are, you cannot honestly answer the question above with a “Yes.” Probably not even an “almost.” And if you're like me, your answer will most likely (and honestly) be “some.”

Heck NOBODY can remember all of it! I know I can't. And I eat, sleep, and drink marketing for a living!

You'll be utterly amazed the first time you use my action checklist. When you see how many little (and NOT so little things) you left out of your sales letter, website, or marketing strategy, **you'll wonder how you survived without it!**

So call 1-800-272-6871 (Access Code: 2345) and discover how you can get this invaluable resource for absolutely nothing! Believe me, after you launch one profitable project after another, you'll wonder how you could ever do without it!

Your Partner for Profits,

Russell Brunson

Russell Brunson

P.S. One more thing, it's important: I've instructed my call center to release my marketing checklist **to the first 100 callers.** This checklist is exclusive to my coaching programs and high-ticket courses and I don't want this invaluable resource to get in too many hands and dilute the value. So call 1-800-272-6871 (Access Code: 2345) and get a hold of this resource while it's still hot on your mind!

I WON'T OFFER THIS AGAIN. YOU MUST CALL WITHIN 24 HOURS OF RECEIVING THIS PACKAGE

Russell Brunson's DotCom Secrets ACTION CHECKLIST Priority Request Form

YES, RUSSELL! I want to get my hands on your TIME-TESTED and PROVEN million-dollar DotCom Secrets Action Checklist **for FREE!!!** - and start slicing through years of scratching my head wondering what step to take next in my online business! I understand I will have your Action Checklist rush-shipped to me so I can refer to it every day in order to take my online business into the stratosphere!

Here's what I'll get rush-shipped to me:



- **The DotComSecrets Action Checklist** that chunks down every critical step necessary to build a profitable online business. The steps are broken down into 6 phases that include idea generation, preparation, product development, website structure, copywriting, and traffic generation. I'll be able to leaf through this 6-page document while working and easily check off everything I need to do without racking my brain trying to "figure out" if I remembered everything!
- **SPECIAL BONUS!!!** **One CD Containing 6 hours of MP3s explaining EVERY checkpoint** to make sure I understand and take action on these timeless million-dollar action steps. I realize these were previously available ONLY for your students who purchased your \$997 home study course. Each audio is over an hour long, so that's six hours of "no-fluff, no-filler" content you're throwing in as a "thank you" for being your student!

To Discover How YOU Can Obtain This Timeless Resource You'll Refer To Over And Over Again Throughout Your Wealth-Building Career For FREE:



CALL Our 24-Hour Hotline At
1-800-272-6871 EXT. 2345



DOZCOMSECRETS LABS

TRAFFIC TESTS

swipe & deploy

$$P = B + H$$

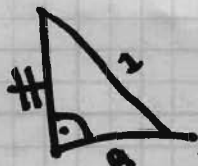
$$B = 60 \frac{\sqrt{5}}{2} = 30\sqrt{5}$$

$$H = R \frac{\sqrt{5}}{2} = 30\sqrt{5}$$

$$V = B \cdot H$$

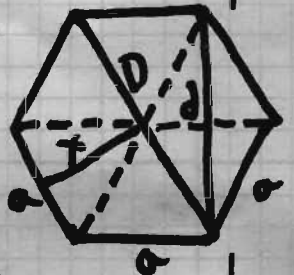
$$V = 900 \frac{\sqrt{5}}{2} H$$

$$s^2 = H^2 + a^2$$



$$D = 2a$$

$$d = 2 \frac{a\sqrt{5}}{2} = a\sqrt{5}$$



$$y_{max} = 1$$

$$x - \frac{\pi}{2} = 2\pi$$

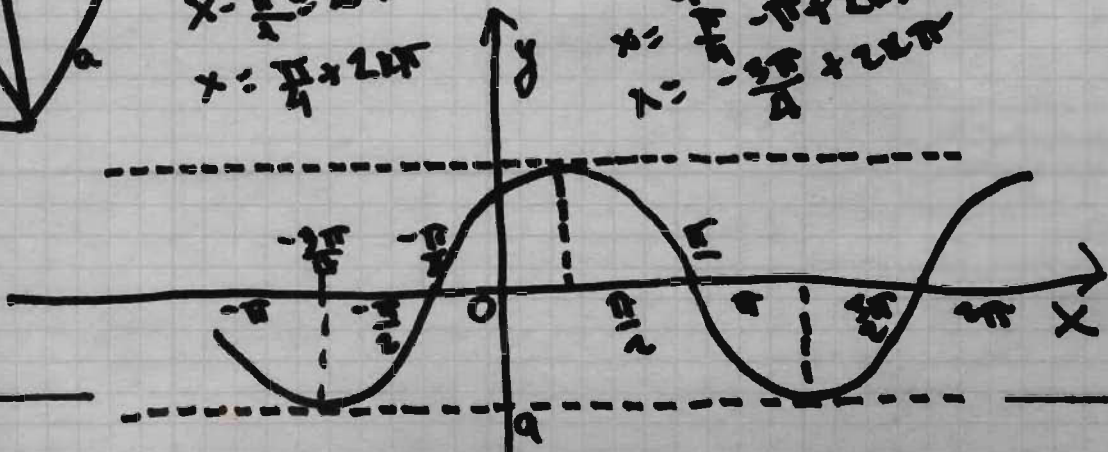
$$x = \frac{\pi}{2} + 2\pi$$

$$y_{min} = -1$$

$$x - \frac{\pi}{2} = -\pi + 2\pi$$

$$x = \frac{\pi}{2} - \pi + 2\pi$$

$$x = -\frac{\pi}{2} + 2\pi$$



VIRAL AFFILIATE LINKS ON FACEBOOK

✖ Basic Coupon Post



✔ Funny Image Added



VS.

Written by Russell Brunson

We run a website and a fan page that share daily coupons with our readers. Each day we post 10+ coupons and we get paid when people click and print coupons. Recently we did a test on how we post our coupons. Instead of just posting the actual coupon, we now post them with a funny image attached.

You'll notice that the first coupon had 2 likes, and no shares. Coupon #2 had 350 likes, and 146 shares! Since adding this to our posting style, we've seen a 20% increase in profits across the board in this company!

HOW THE NUMBERS STACKED UP



350
FACEBOOK LIKES WITH
THE FUNNY IMAGE ADDED

146
FACEBOOK SHARES WITH
THE FUNNY IMAGE ADDED



20%
INCREASE IN PROFITS ACROSS
THE BOARD SINCE USING
FUNNY IMAGES IN OUR POSTS

3 STEP BANNER AD TEST

Written by Justin Goff

Here's my three step formula for testing new banners on paid traffic. Allen J. Baler taught me this two years ago and

I still use it today... Start by creating five totally different banners of the same size (I start with 300x250). Some of the main styles I use are all text, news style, shocking photos, hot girl photos, double ads stacked on each other etc...

EXAMPLE BANNER ADS

We've always thought
Jenny Craig was the
top diet plan.

Turns out we're not alone.

[See who else thinks we're a winner >](#)



Text Only



Sara Rue

Jenny Craig

Lose the weight you want

6 weeks for only \$36*

[Click here >](#)

*Plus the cost of food

Hot Girl Photo

Mortgage Rates Have Flipped
3.25% APR
Find Your State



lendingtree
Terms & Conditions apply

[Calculate New Payment](#)

Shocking Photo

**Obama Urges
Homeowners to Refinance**



If you're a homeowner who owes less than \$417,000 on your mortgage, you could save approximately \$3,000/year with this extremely simple method. You may be amazed at how much you could knock off your mortgage bill.

[Click Your Age](#)

Under 18	19-25	26-35	36-45
47-55	56-65	66-75	Over 75

lendingtree

[Calculate New Payment](#)

Terms & Conditions apply. NMLS 501136

News Style

3 STEP BANNER AD TEST, CONT.

Once you find a winner from that group take that style banner and test out 10+ variations. Change the copy, call to action and pictures. Try to find tweaks that increase CTR. Do this until you find two to three that are head and shoulders

above the rest in CTR and conversions. Once you find a banner that works, expand that banner out to all of the main size banners you can buy traffic for (160x600, 728x90 etc...). Rinse and repeat.

AD FREQUENCY CAPS

Written by Russell Brunson

Over the past 30 days, we have been doing a lot more media buying, and I've been struggling to figure out how often we should show someone our ads. I had heard a lot of people talking about frequency caps and read a lot of opinions, but finally saw a post on Facebook from Brandon Kelly that showed some cool results based on their testing. Here are Brandon's results:



Brandon Kelly
[MEDIA BUYING - FREQUENCY CAP TESTING]

Thought I would share something from one of the tests I am running. I've been playing with frequency cap settings on a couple RTB display campaigns I am running. Testing tight frequency caps (2/24) vs. no frequency cap. Each test ran for 24 hours.

Tight Frequency Cap (2/24 hours):
Impressions: 104k
CTR: 0.05%
Conversions: 1 (2.13%)

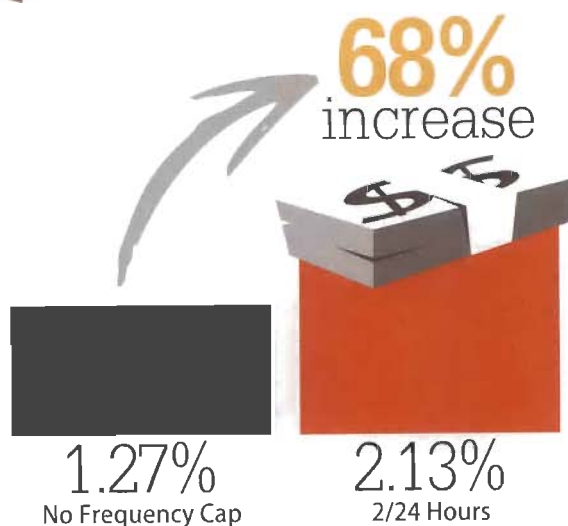
No Frequency Cap:
Impressions: 3.1MM
CTR: 0.01%
Conversions: 6 (1.27%)

Summary:
The results produced expected results. Tight frequency caps resulted in higher quality traffic and higher performing ads. Overall the CPA was lower with the tight frequency caps. However, no frequency caps resulted in much higher overall volume. Even through the CTR plummeted, the total number of clicks increased by over 10X.

Frequency capping is a powerful setting. Something to consider on your next display campaign.

Disclaimer
The CPM's were VERY cheap for this traffic source. Proceed with caution if you are considering running with no frequency on a premium priced source!

CONVERSION RATE



.05%
CTR REACHED WITH 2/24
FREQUENCY CAP OVER .01%
WITH NO CAP

Based on his results we have started to just show our ads to a person twice a day, and it has cut costs and kept quality up. We are now testing some other frequency caps, but as of now, 2/24 (showing our ads a maximum of two times in a 24 hour period) is our control.

FOLLOW ME NOW!

Written by Russell Brunson

This test was posted by Dustin Curtis from <http://dcurt.is/>. He ran an experiment on his site over a few months with a simple phrase pointing to his Twitter account. His goal was to test how commands worked vs. statements. From his tests he was able to increase clickthrough rates by a combined 173%.

Here are the statements he used along with the click through rates for each:

- **Starting with a statement:**
"I'm on Twitter." - 4.70% CTR
- **Switching to a command:** (55% increase)
"Follow me on twitter." - 7.31%
- **Trying a stronger personal command:** (38% increase)
"You should follow me on twitter." - 10.09%

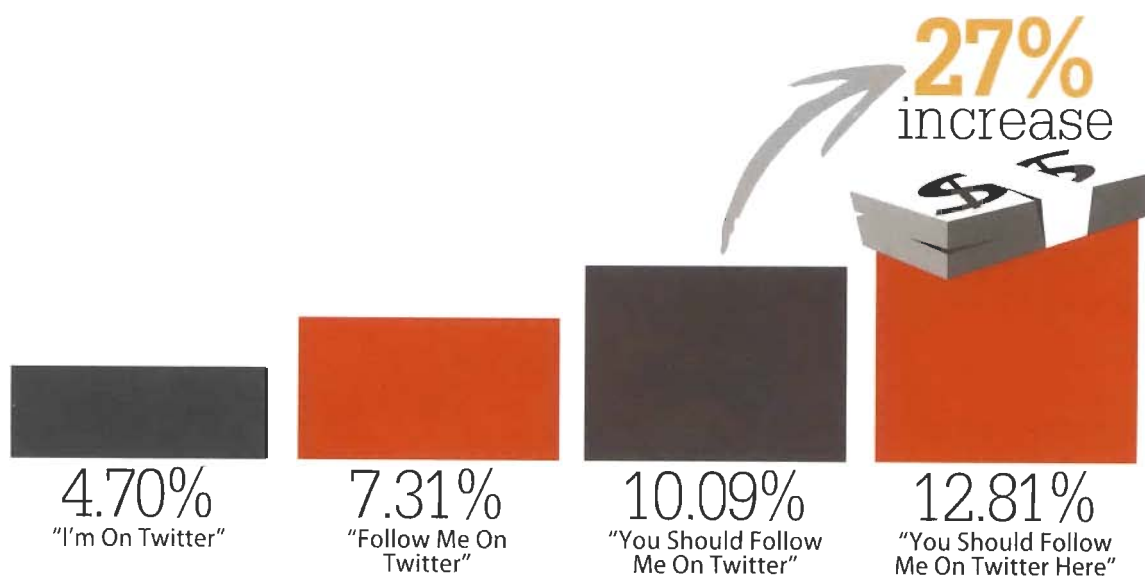
- **Adding the literal callout "here":** (27% increase)
"You should follow me on twitter here." - 12.81%

Here was the conclusion that Dustin posted on his site:

As the forcefulness and personal identifiability of the phrase increased, the number of clicks likewise increased. "You" identifies the reader directly, "should" implies an obligation, and "follow me on twitter" is a direct command. Moving the link to a literal callout "here" provides a clear location for clicking. I tried other permutations that dulled the command, used the word "please" in place of "should" and made the whole sentence a link. None of them performed as well as the final sentence.

At the very least, the data show that users seem to have less control over their actions than they might think, and that web designers and developers have huge leeway for using language to nudge users through an experience.


CLICKTHROUGH RATES



NEWSFEED VS. SIDEBAR ADS

Newsfeed Ad On Facebook

Do you train hard? Find out how Navy Seals, UFC fighters, & CrossFit champions go the extra mile. Click here --->



Got 3 minutes to spare?

In just 3 minutes per day you can measure your readiness and fatigue to know if you should push yourself to the max or rest.

Like · Comment · Share · October 8 at 4:16pm · ↻

147 people like this. Top Comments ▾

50 shares

VS.

Sidebar Ad On Facebook

Do You Train Hard?



Find out how Navy Seals, UFC fighters, & CrossFit champions go the extra mile

14,322 people like [blurred]

THE NUMBERS



147

FACEBOOK LIKES FOR THE NEWSFEED AD

50

FACEBOOK SHARES FOR THE NEWSFEED AD

From Justin Brooke of IMScalable.com

In an earlier test we shared our results of driving traffic to fanpage tabs instead of to an external URL. If you took our advice and tested this, I'm sure you experienced great results the same way we have each time we've used the strategy.

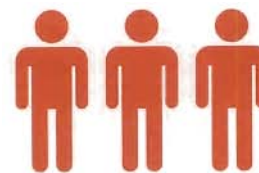
We also mentioned that it's a good idea to set up Newsfeed ad campaigns separately from righthand sidebar ad campaigns on Facebook. But we've sort of changed our entire strategy due to the results we got when testing Newsfeed ads and that's what I want to share with you now.

Advertising through Newsfeed ads gives you the ability to really grab people's attention. This is where people spend most of their time on Facebook. You're not limited to small images, 25 character headlines or squeezing your message into 90 characters of an ad description. Let's observe:



\$200

DECREASE IN AVERAGE COST PER ACQUISITION (CPA) WHEN USING THE NEWSFEED AD - A 66% SAVINGS!



IN ADDITION TO THE LOWER CPA, NEWSFEED ADS INCREASE SOCIAL PROOF AND GIVE FACEBOOK USERS THE OPPORTUNITY TO SHARE OUR ADS.

The screenshots to the left show ads we used for one of our clients. We basically used the same message in both ads.

What's the biggest difference you notice from these two ads? The image is similar, just larger in the newsfeed ad. The message is about the same, just an additional plug in the newsfeed ad.

Did you notice the social aspect? With newsfeed ads, people can like, comment, and even share your ad! That's *powerful* social proof!

What kind of results can you expect from this? With the campaign above we saw a decrease in Cost Per Acquisition by over 66% by switching from using the Righthand Sidebar ad to the Newsfeed ad! That means an average CPA of \$300 dropped below \$100.

Here's another example of a newsfeed ad we used:

Newsfeed Ad On Facebook



This ad had 832 shares. Each time someone shared it they posted it to their own timeline for all their friends and followers to see. That is huge social proof each and every time that happened.

It makes it more like word of mouth than paid advertising. However, you still pay for every click, so it's not free advertising.

How can you do this?

We like to run these ads from a fanpage that is related to the offer. Typically we will use a client's fanpage.

I want to mention that these are not promoted posts. This particular type of ad is called an Unpublished Link Post, or as we like to call it, a Dark Post. This means it doesn't show up on your wall and annoy your followers, but it does come from your fan page.

Or you can get all ninja, create another fan page, and have it look like an endorsement!

There is some maintenance involved with this however. You need to monitor your page's notifications to ensure negative comments are deleted. Since it's paid ads some people get their panties in a wad and post really negative comments.

We have learned that a slightly less salesy style of copy helps stop this and actually works better. Since it's in the newsfeed if you fly low under the radar with less salesy copy you don't trigger people's internal sales defense mechanisms.

Sometimes a healthy debate will formulate within the comments of your ad and in some cases can influence someone to make a buying decision based on other people coming to your product's defense.

However, when someone is really just being mean and nasty we BAN them and then delete their comment so they can't come back and also so they no longer see our ads.

Do you need traffic? If you would like to have your campaigns managed by a team of experts, check out our case studies at IMScalable.com or contact us at info@imscalable.com

POSTCARD VS. TEARSHEET

👑 Tearsheet (Front and Back)

The MergeCity Jobs Monitor

According to SimplyHired.com the AVERAGE Internet Marketing Consultant is Making Between \$71,000 and \$84,000 a Year... And Independent Contractors Working From Home Can Make Even More!

As you know, all of the greatest fortunes in the history of the world were created during times of radical change. More millionaires were created during the great depression than any other time in history.

I realize that this might seem like an odd topic to discuss right now. After all, the economy is on the verge of depression. Over 20% of the US work force is unemployed by the real numbers. And while there is no true recovery in sight, out of these uncertain times a new type of opportunity has emerged for local "online" business consultants.

I'm not sure if you're noticed, but the local businesses in your area are hurting, and the reasons for that are obvious. The OLD marketing methods they've come to rely on, things like Word of Mouth, Yellow Pages and Newspaper ads, simply aren't working any more.

But here's the craziest part, they KNOW these forms of advertising aren't working anymore, but they keep on spending their money because they just don't have any other good options. And THAT is where this HUGE opportunity comes in. Small business owners WANT and NEED to be online, but they don't know how, or they're afraid to get online, but been scammed in the past.

Russell Brunson, the president of DotComSecrets.com has been certifying local business advisors for the past 20 years and has an army of successful consultants around the world. What makes Brunson's system so successful is that he trains



consultants how to find clients, and then gives them the ability to outsource all of the actual "work" to his company. This has made it possible for people to get started immediately as a consultant with no prior experience and get paid a full time income, while working part time, from home.

Brunson is currently recruiting new consultants in MergeCity, Merge State. You can register for his free web training seminar called "Job In The World" The Highest Paying Part Time "Job In The World" by visiting this special website:

<http://mergefirstname.lastname.localtrainingwebinar.com>
Enter Code: [code]

Access to these web trainings are very limited and are on a first come, first serve basis. The number of spots still opens in MergeCity, Merge State are also very limited, so register for this unique web training now.

High Paying Jobs in Internet Marketing Consulting Are Exploding



Source: SimplyHired.com

Here's What 1 DCS Local Consultant Says:

"My commission from my first client were MORE than I was making with my day job!"

Before I started with DotComSecrets I had a day job and I was trying to make extra money on the side. After joining DCS, I was able to get my first client in the first 30 days! The monthly commission from this client was more than I was making from my day job! - *Amel Mohamed, Montreal, Quebec Canada*

The MergeCity Jobs Monitor

Local Businesses Are Hurting... They Need Your Help And They'll Pay You For It!



Did you know that if a local business isn't found on page one on Google, they basically don't exist? Just look at these shocking facts:

- Over 2.6 BILLION local searches happen each month - and growing at over 50% a year. (source: Piper Jaffrey)
- 83% of people first search online BEFORE buying a local product or service. (source: Kelsey Group)
- 98% of searches choose a business on page 1 in Google!

Most business owners KNOW they need to be marketing online, but few know how to do it. DotComSecrets Local, a growing group of successful independent marketing consultants from around the world, is currently recruiting new consultants in MergeCity, MergeState to help the small business owners in your city. No experience is necessary, and you can work part time from home.

And don't worry if you don't know anything about internet marketing. They're just looking for a month person on the ground in YOUR CITY to help introduce businesses that need help, and you get paid for being the middle man or woman!

You can register for this free web training seminar called "Local Business Consultants: The Highest Paying Part Time "Job In The World" and learn how to start doing this from home, by visiting this special website:

<http://mergefirstname.lastname.localtrainingwebinar.com>
Enter Code: [code]

Here's What Other DotComSecrets Local Consultants Are Saying:

"Within the first 30 days I was able to sign up 3 clients!"

After watching the webinar, I jumped in with both feet, and within the first 30 days, I was able to sign up 3 clients! With DCS Local, I am part of a community of leaders in helping someone else get paid while paying their knowledge forward to others. There is no room for complacency in that which breeds a new kind of confidence. - *Casey Harkin, Baltimore MD*

"Within 3 days of joining I was able to get my first business signed up!"

I was very skeptical, but was hoping that this was an opportunity that actually worked. Within 3 days of joining, I was able to get my first business signed up! This is the best I've actually made any money online! - *The Price, Washington, NY*

"There is SO much opportunity!"

My team 3 clients that were new doing social media marketing for and have 9 more people in the pipeline with working deals. There is SO much opportunity, the sky is the limit! - *Alfred McConder, Arlington, VA*

Test by Russell Brunson and Todd Dickerson

My first experience with a tear sheet was awesome. I had just gotten married, and a few months later I got an envelope in the mail that looked like a wedding invitation by the dimensions of the envelope. So I opened it and saw an article that looked like it had been torn out of a newspaper, and on top of it was a yellow sticky note that said, "Hey Russell, I thought you'd like this! - J"

How cool, Jason (or so I thought) has mailed this to me. I opened up the article and it had something to do with mortgages and real estate. I didn't understand all of that back

then, so I just threw it away. Fast forward about five years, and I was at a Dan Kennedy event, and I heard a guy speaking about a secret that he had started using called "tear sheets." When he explained what they were, I was excited to realize that what I had gotten that day was a tear sheet. He even said that they had tested the copy on the little yellow sticky note and found that "J" converted better than any other letter.

I got so excited after that, I immediately went and made my first tear sheet. I mailed it to our lists and also to all of my internet marketing buddies. About three days later I got a text from Mike Filsaime saying, "Dude, Jason sent me that write up of you in the newspaper... very cool." Joel

Comm also called me saying one of his students sent it to him and I got about a dozen other emails. This tear sheet had even tricked the entrepreneurs who do nothing but marketing all day long! For some reason (that makes no logical sense), we never sent out another tear sheet. Then last summer, D.C. Fawcett showed me a few direct mail tests he had done, and in every test he had done, the tear sheet would beat out a post card.

So after we got back from the mastermind meeting, we decided to make a postcard and a tear sheet and see which was the winner. You can see them both here. Can you guess which test won?

Well, I'm happy to report that the tear sheet destroyed the postcard in all tests. I'm excited to start ramping up our tear sheet campaigns for this offer, and also in our other niches.

✘ Postcard (Front and Back)

WANTED!

Part Time Internet Marketing Consultants Needed In MergeCity, MergeState

According To SimplyHired.com The AVERAGE Internet Marketing Consultant Is Making Between \$71,000 and \$84,000 A Year... And Independent Contractors Working From Home Can Make Even More!

Dear FirstnameMerge,

I'm not sure if you've noticed, but the local businesses in your area are hurting. In fact, they are bleeding sales and customers to the tune of hundreds of thousands per business.

And the reasons for that are obvious. The OLD marketing methods they have come to rely on, things like Word of Mouth, Yellow Pages and Newspaper ads simply aren't working any more.

But here's the craziest part...

They KNOW these forms of advertising aren't working anymore, but they keep on spending their money because they just don't have any other good options.

And THAT is where this HUGE opportunity comes from. Small business owners WANT and NEED to be online, but they don't know how.

My name is Russell Brunson, and over the past 2 years I've been certifying local business advisors and have an army of successful consultants around the world.

Right now we are actively recruiting new consultants in MergeCity, MergeState. This week we're doing a free web training seminar called: **"Local Business Consultants: The Highest Paying Part Time Job In The World."**

You can get your free ticket by visiting this special website now:

<http://mergefirstname.lastname.localtrainingwebinar.com>
Enter Code: [code]

Here are a few of our successful students:

"My commissions from my first client were MORE than I was making with my day job!"



Before I started with DotComSecrets I had a day job and I was trying to make extra money on the side. After joining DCS, I was able to get my first client in the first 30 days! The monthly commissions from this client were more than I was making from my day job!

Amel Mehebaoui, Montreal/Quebec Canada

"Within the first 30 days I was able to signup 3 clients!"



After watching the webinar, I jumped in with both feet, and within the first 30 days I was able to signup 3 clients! With DCS Local I am part of a community of leaders to help me achieve all my goals while paying that knowledge forward to others. There is tremendous comfort in that which breeds a new level of confidence.

Luke Harlan, Baltimore MD

Access to these web trainings are very limited and are on a first come, first serve basis. The number of spots still open in MergeCity, MergeState are also very limited, so register for this unique web training now.

Free Web Seminar (\$197 Value)

Get your FREE ticket to "Local Business Consultants: The Highest Paying Part Time Job In The World" here:

<http://mergefirstname.lastname.localtrainingwebinar.com>

Enter Code: [code]

FREE WEB Seminar: "Local Business Consultants: The Highest Paying Part Time 'Job' In The World."

Local businesses are hurting... They need your help and they'll pay you for it!

Just look at these shocking facts:

- Over 2.6 BILLION local searches happen each month (and growing) at over \$296 a year).
- 84% of people first search online BEFORE buying a local product or service.
- 98% of searchers choose a business on page #1 in Google!

That means if they aren't on page #1... they DON'T EXIST!

Most business owners KNOW they need to be doing online marketing, but few know how to do it. We are currently recruiting new consultants in MergeCity, MergeState to help the small business owners in your city. No experience necessary, and you can work part time from home.

You can register for this free web training seminar called "Local Business Consultants: The Highest Paying Part Time 'Job' In The World" and learn how to start doing this from home, by visiting this special website:

<http://mergefirstname.lastname.localtrainingwebinar.com>
Enter Code: [code]

Look at a few of our successful consultants:



"There is SO much opportunity!"
We have 3 clients that we're now doing social media marketing for and have 9 more people in the pipeline we're working with. There is SO much opportunity, the sky is the limit!

- Alfred McComber - Arlington, VA



"Within 3 days of joining I was able to get my first business signed up!"

I was very skeptical, but was hoping that this was an opportunity that actually worked. Within 3 days of joining I was able to get my first business signed up! This is the first I've actually made any money online!

- Dee Price, Washington, NJ

<http://mergefirstname.lastname.localtrainingwebinar.com>
Enter Code: [code]

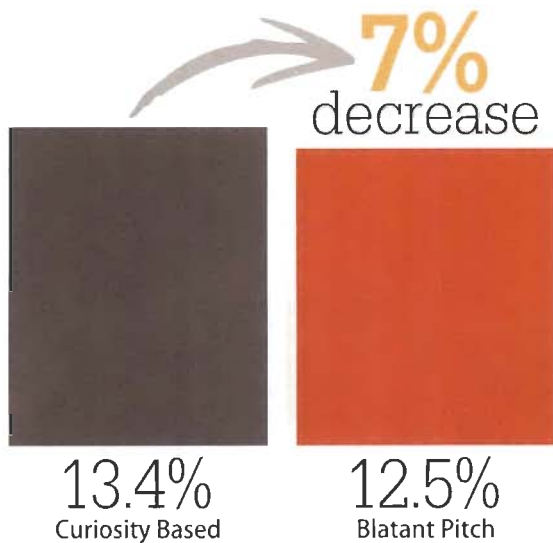


Scan the QR code or go to the website below for a printable version of the winning tear sheet.

<http://tinyurl.com/dcslearsheet>

BLATANT PITCH VS. CURIOSITY

EMAIL OPEN RATE



TOTAL SALES



Test by Ken Hammond, Written by Russell Brunson

Ken Hammond submitted a very cool subject line test in the Facebook group and won \$500. (Remember to post your results here: <https://www.facebook.com/groups/dcslabs/> and you may win \$500!).

Ken sent out an email to his Yoga list testing these two subject lines:

- Keep Calm and Practice Yoga? (Curiosity Based)
- Bolster Special: Buy One, Get One Free! (Blatant Pitch)

As you may assume, the curiosity based subject line had a higher open rate, but did it make him more money? As you can see, the blatant pitch had less opens, but made two times the money!



Scan the QR code or go to the website below to view Ken Hammond's video about this test plus more results:

www.tinyurl.com/pitchwins

This test reminded me of a conversation I had with a friend a few years ago. He said that he tested dozens of subject lines every time he sent out emails and consistently the ones that did the best for him, were just the name of the product in the subject line.

His thoughts were that we spend a lot of time naming our products and that just having the product name gives you the blatant pitch angle, but often also causes enough curiosity that you get the increased open rates as well.

THE POSTCARD SMACKDOWN

Test by Russell Brunson and Todd Dickerson

This was a fun campaign because we were testing three lists and three postcards. It was a pain to setup the phone numbers and ordering process, but after it was done, we all made bets on which postcard we thought was going to win. What we found was interesting. Of the three lists we tested, only one made sales. The other two bombed. But, the good news is that the winning list has a universe of over 600,000 people and a good hotline that should keep sales coming in for years to come.

Now, onto the postcards. One of them was bad.. very bad... Can you guess which one? If you guessed the pink postcard with the testimonials in the middle... you were right. Not a single sale came from this postcard. Which is too bad, because I wanted to test a postcard that just had a testimonial and a phone number next, but the numbers didn't look good.

The next two postcards were a little closer, but we did have a definite winner (with an asterisk next to it's victory). The blue postcard lost, but a percentage of the postcards hit people's mail boxes after the deadline we had printed on the card. So this may have caused the decrease in sales. But with that, the pink postcard with the headline "Do YOU Suffer From Neuropathy Related Pain?" won.

I'm curious to do two more tests... I want to try the blue postcard with the headline from the pink postcard. The reason why is when I asked my wife which she thought would win, she instantly picked the winner and said the headline on that one was the only one that explained what it was. Very interesting... I also want to test a tear sheet. Tear sheets have been beating out postcards for us, so I want to see if that will also relate into this niche.

Find Out if Neuracel Can Help You Today
 Listen To What Others (with neuropathy) Are Saying About Neuracel

"I can now stretch my hands and feet without any pain at all"
 - Carlos De Castro

"I suffer from chronic leg, hip, and knee pain.
 Nothing worked until neuracel"
 - Benjamin Wadson

" I started taking Neuracel and within 3 days the
 pains were gone... they're gone!"
 - Jack Von Poppenheim

"Neuracel was the answer to my prayers.
 If you've been looking, this is the one."
 - Deanna Ehman

We've reserved a 14 day complimentary supply of Neuracel just for you.
 Call today and tell us where to send your sample.
 Call 800-349-4772 now to claim your complimentary sample

VS.

Do YOU Suffer From Neuropathy Related Pain?

If you currently find yourself suffering from the debilitating pain, numbness, and tingling associated with peripheral neuropathy you are not alone. Nearly 1 out of every 2 people with diabetes suffers from neuropathy.

Have you tried acupuncture, chiropractic treatments, or even drugs and still not gotten relief?

With today's technical advances in herbal chemistry and natural alternatives, there is no reason for anyone to suffer from these unwanted problems.

Neuracel, the ultimate neuropathy support system is an all natural proprietary formula that can change your life forever. Stopping the pains in your hands, feet, legs and thighs caused by peripheral neuropathy naturally is NOT impossible and no longer requires expensive drugs or visits to the doctor.

We've reserved a 14 day complimentary supply of Neuracel just for you.
 Call today and tell us where to send your sample.
 Call 800-319-6475 now to claim your complimentary sample

VS.

WE'VE BEEN TRYING TO REACH YOU

TO: Russell Brunson
 FROM: Dr. Woolner's office
 RE: Your Neuropathy Treatment Protocol

You may now be able to get quick relief from many of your existing symptoms including:

- Numbness and tingling in your hands and feet
- Pains in extremities due to peripheral neuropathy
- Burning sensations

For a very limited time we have reserved for you a 14 day sample of a new all natural formulation many of my patients are reporting as **extremely beneficial** in reducing or eliminating their neuropathy related pains.

Call 888-317-9384 now to claim your complimentary sample

DEADLINE: June 10, 2013 *Official Notice: NEURO 421-2013

WE HAVE A NEW CHAMPION!

Neuracel Tearsheet (Front and Back)

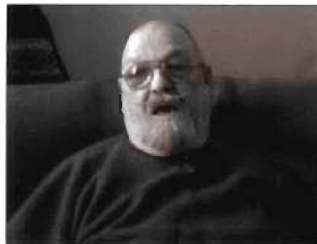
The MergeCity Health Monitor *mergegate*

Do YOU Suffer From Diabetic Neuropathy Related Pains?

Learn how you can stop the tingling, numbness, and sharp burning pain in your hands and feet today!

If you currently find yourself suffering from the debilitating pain, numbness, and tingling associated with peripheral neuropathy you are not alone. Nearly one out of every two people with diabetes suffers from neuropathy.

Have you tried acupuncture, chiropractic treatments, or even drugs and still not found relief? If so, then you will probably find some hope in this true story from Portland resident Jack Von Poppenheim:



Call 1-800-XXX-XXXX Now to Claim Your Complimentary Sample of Neuracel

"My name is Jack Von Poppenheim, and 10 years ago I was diagnosed with Diabetes. As any diabetic would know, I had to completely change my lifestyle, which was fine, until about three years ago.

I started having severe pains that started in my feet and then moved up to my calves and thighs. The pains hurt so bad that it would jolt me out of a dead sleep. It felt like I had a jumper cable hooked to my toes.

I wasn't able to get any rest, and it grew to be so bad that I couldn't even sit and watch TV without popping up out of my chair in pain. I also started having pains in my hands and my fingers. There were times when I would be driving my car, and I'd have to pull off the road because the pain was so severe.

I asked my doctor, and he just kind of shrugged his shoulders. He said it's peripheral neuropathy... but there's not anything he could do about it. I visited seven other doctors, and none of them could give me any hope.

At first I was devastated. I would lay awake struggling to get through just one night. I didn't want to suffer from this pain for the rest of my life. And the thought that there was no hope for my situation made me scared.

I couldn't keep living life like this. There were days

I contemplated ending my life because the pain was so bad.

So, I looked for other solutions, but most of what I saw online that claimed it could help, were so full of chemicals I was afraid to even try them.

And that's when I found Neuracel. It was all natural, claimed it could help reverse the pain caused by my neuropathy, and they had a free trial...

Now, I'm not one of those people who buy into hype, but the pain was so bad, I needed to try something. I ordered the free trial bottle, and within a week the pain dramatically decreased.

About two weeks later my second bottle was shipped to me, and within the month, my pains were gone... they were gone! I've been using Neuracel for over three months now, and my neuropathy pains have completely disappeared. I wouldn't go a day without

All Natural Alternatives

Neuracel in my body. This is the greatest thing that's ever happened to me!"

Neuropathy is caused by damage to the nerves and is one of the most common complications from diabetes. If you're suffering from pain, numbness or tingling in your hands, legs or feet, then you may be suffering from Peripheral Neuropathy. Many people are in pain and don't even know they have Neuropathy.

With today's technical advances in herbal chemistry and natural alternatives, there is no reason for

anyone to suffer from these unwanted problems. Neuracel, the ultimate neuropathy support system is an all natural, proprietary formula that can change your life forever. Stopping the pain in your hands, feet, legs and thighs caused by peripheral neuropathy naturally is *not* impossible and no longer requires expensive drugs or visits to the doctor.

We've reserved a 14-day complimentary supply of Neuracel just for you. No strings attached - no prescription needed. Call 1-800-XXX-XXXX today and tell us where to send your sample.

Listen To What Others With Neuropathy Are Saying About Neuracel



"I can now stretch my hands and feet without any pain at all."

Carlos De Castro



"I started taking Neuracel and within 3 days the pains were gone... they're gone!"

Jack Von Poppenheim



"I suffer from chronic leg, hip, and knee pain. Nothing worked until Neuracel!"

Benjamin Wulson



"Neuracel was the answer to my prayers. If you've been looking, this is the one."

Deanna Elmman

Neuropathy Treatment?

ATTENTION: Do you or someone you care about suffer from the debilitating pain and discomfort of Peripheral Neuropathy? If so, this new, all-natural supplement is the key to fast relief...

Neuracel is a brand-new, once-daily, all-natural supplement that studies have shown to work within just a few days to actually relieve neuropathy pain!

It's so remarkable that we've reserved a complimentary 14-day supply of Neuracel just for you. No strings attached - no prescription needed. Call today and tell us where to send your sample.

Once-Daily Neuracel will cost

\$49.95 for a 30 day supply when it goes to the marketplace in six months... but if you'd like to test for yourself what one Neuropathy suffered called "the greatest thing that's ever happened to me..." then you don't have to wait six months. And you will not have to pay \$49.95. We'll ship you a bottle for free. It's time to take control of your Neuropathy pain and Neuracel is the key.

Call 1-800-XXX-XXXX Now to Claim Your Complimentary Sample of Neuracel



HOW THE NUMBERS STACKED UP



20

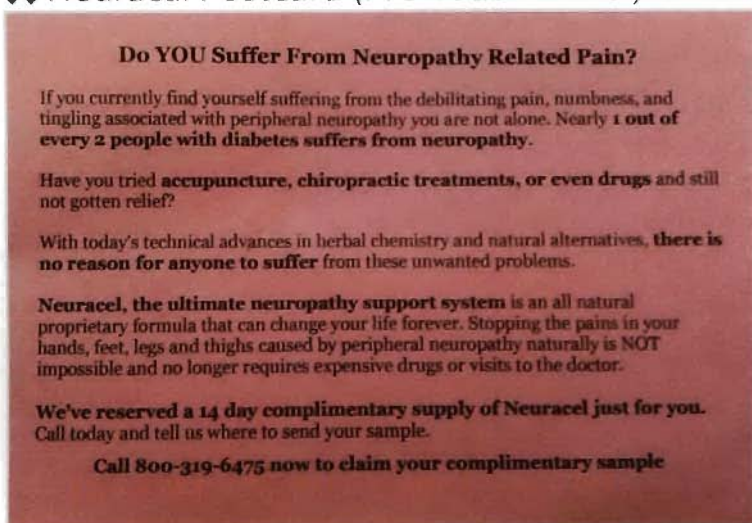
TRIAL SIGNUPS FROM OUR WINNING NEURACEL POSTCARD. THIS POSTCARD PREVIOUSLY BEAT TWO OTHER POSTCARD VARIATIONS.



30

TRIAL SIGNUPS FROM OUR NEW NEURACEL TEARSHEET - MAKING IT THE OVERALL WINNER WE'LL USE FOR OUR BIG ROLLOUT

✘ *Neuracal Postcard (Previous Winner)*



Test by Russell Brunson and Todd Dickerson

On page 104 we tested three different postcards and

had crowned a winner. We then put the reigning champ up against our new tearsheet. Now, in the past, we have never had a postcard beat a tearsheet, but we thought maybe this time it could happen.

So, we sent both to the mailing house, mailed each piece to 1,500 people (for a total of 3,000 pieces sent) and waited to see what would happen. After the results came back, we had a definite winner!

Postcard: 20 trials

Tearsheet: 30 trials

So, you know what that means, right...? It's time for the roll out! We're going to start buying a bigger hotline with this tearsheet, and then start testing it with other similar lists. Don't you *love* marketing!

MOBILE AND DESKTOP AD TARGETING

From Justin Brooke of IMScalable.com

I wanted to test this to see if ads including mobile converted better than ads only shown on desktop, including newsfeed and right hand column. We're all on our phones all day every day. But, how often do we click on one of the ads in our newsfeed as we're scrolling through Facebook and actually opt-in to a page? Me, not so often.

Let's take a look at the benefits of targeting All (including Mobile) opposed to targeting only desktop. For starters, your audience is going to be larger. This targeting includes mobile, that makes sense.

As it turns out, our Click-Through-Rate was actually higher by almost 0.07%. But, as we all know (at least we should) CTR isn't always the best measurement of how good an ad is.



We saw a 5% higher conversion rate with the desktop only ad vs. the ad targeting All and a lead cost of only \$3.62 vs \$6.11. That's a 60% cost difference!

KEEPING TRAFFIC ON FACEBOOK, SORTA

From Justin Brooke of IMScalable.com

The way Facebook makes money is by people clicking on ads. Someone obviously has to be browsing Facebook in order to click an ad, so the longer Facebook can keep a person within their site, the better.

Understanding this, let's look at how to drive traffic to your landing page by appearing to send traffic to a Facebook page, but actually sending them to your URL. You can achieve this by using an iframe redirect. We use Woobox and it is very simple to setup. Create a fanpage tab and select redirect, enter your tracking url, save setting, and choose this tab for your ad to go to.

We've tested this over and over and our results have always been *much* better than driving traffic to an external url. For example, we switched from driving traffic to an external

url to using a fanpage tab and lead costs decreased by over 300%! In addition, your Fanpage will generate engagement.

What we learned: Don't include mobile when setting up your ads, unless the ad you're running is a mobile specific campaign. Also, you'll want to setup newsfeed ad campaigns separately from sidebar ad campaigns. We'll have some test results explaining more about this later.

Stop driving traffic away from Facebook! They don't like it. Use a Fanpage tab redirect to drive traffic to your landing pages and watch your CTR go up and your CPC go down.

Do you need traffic? If you would like to have your campaigns managed by a team of experts, check out our case studies at IMScalable.com or contact us at info@imscalable.com

👑 Traffic to Fanpage Tab CPA = \$2.87

Total Spent?	Page Likes?	Cost per Page Like?
\$512.27	109	\$4.70

Performance

Actions ▾

344 Total Actions?

- 178 Leads?** (Conversion)
- 109 Page Likes?
- 46 Link Clicks?
- 11 Other Actions?

\$512.27 spent / 178 leads = \$2.87 CPA

✖ Traffic to External Link CPA = \$10.63

Total Spent?	Conversions?	Cost per Conversion?
\$255.11	24	\$10.63

Performance

Actions ▾

24 Total Actions?

- 24 Leads?** (Conversion)

See full actions report

AD DESIGN CHEAT SHEET

Written by Russell Brunson, Infographic by AdChop.com

I found this awesome infographic from AdChop.com, and

it's now printed out next to my desk and I use it every time I create new ads. I thought it would be an awesome resource for all DCSLabs members!

Ad Design Cheat Sheet
(For Online Advertising)

Split Testing Ideas
Don't laugh until you've tried them!

PROFESSIONAL	VS	UNPROFESSIONAL
Photo This ad uses a photograph of oaks.	VS	Illustration This ad uses an illustration of oaks.
One Color	VS	Another Color
Low Brightness/Contrast Click here to get a free donut!	VS	High Brightness/Contrast Click here to get a free donut!
BORDER	VS	No BORDER (Blends with site background)
Clear Image Meet single women on the great dating website.	VS	Blurry Image Meet single women on the great dating website.
Static	VS	Animated (Sorry we could't animate the infographic)
Ugly Need a makeover? Just buy a Ferrari and we'll give you a free makeover.	VS	Sex Appeal Need a makeover? Just buy a Ferrari and we'll give you a free makeover.
Static Get 50% Off !!	VS	Interactive Get 50% Off !!
Professional Stock Photo Are you a single woman? These men want to meet you.	VS	Amateur Informal Photo Are you a single woman? These men want to meet you.

ONE LAYOUT 	VS	ANOTHER LAYOUT
One Call To Action Get Your Free Trial Today!	VS	Another Call To Action Click Here For Instant Access.
IMAGES 	VS	Text Only The world's fastest laptops can't be found in your local computer store. Click here to learn where to get them
Upright Want to be as happy as this guy?	VS	Angled Want to be as happy as this guy?
Button	VS	Blue Underlined Text
Regular Border Have a fresh hamburger delivered to your door every day.	VS	False Border & Dropshadow Have a fresh hamburger delivered to your door every day.
Custom Ad Design Want 1 Trick To A Flat Belly? <input checked="" type="button" value="Yes!"/>	VS	Familiar UI Elements Want 1 trick to a flat belly? <input type="button" value="Yes"/> <input type="button" value="Cancel"/>
Original Image Want to learn to run faster?	VS	Mirror Image Want to learn to run faster?
ONE FONT STYLE/SIZE/CASE	VS	Another Font Style / Size / Case
Standard Ad Shape Get your degree online. Work from home at your own pace.	VS	Custom Ad Shape Get your degree online. Work from home at your own pace.
POSITIVE Want to Fall in Love With Your Spouse Again?	VS	NEGATIVE Sick Of Fighting With Your Spouse?
Generic Want a girlfriend? You can meet single women here.	VS	Relevant To Time Period Home alone on Friday night? OR Want a girlfriend for Christmas?

AD DESIGN CHEAT SHEET, CONT.

Mention Prices & Discounts
Regular \$20 - Now 90% Off

VS

Leave It A Mystery
Good for your feet!



No Trust Logos

VS

Trust Logos
As Seen On:
BBB abc NBC CNN



Weapons Of Influence

From "Influence" by Robert Cialdini

RECIPROCATION
"We're giving you a free trial."
"Download our free report - no catch!"

CONSISTENCY
Encourage visitors to take small steps towards your goal before asking for a major commitment.

SCARCITY
"Offer expires at midnight."
"While Supplies Last"

LIKING
Use photos of "real" people (vs. models)
"Lucy is a new mother just like you. She uses our product to keep her baby happy."

AUTHORITY
Endorsement from an authority figure.
"More doctors recommend this brand than any other brand"

SOCIAL PROOF
"1 million satisfied customers since 2010"
Testimonials - "I lost 56 lbs on this program!"

Appeal To 8 Universal Desires

In "Cashvertising", Drew Eric Whitman describes 8 desires that are built into every person. Openly appeal to these desires in your ads:

- Survival, Enjoyment Of Life, Life Extension
- Enjoyment Of Food & Beverages

Other Techniques To Test

- Fear & Pain**
"If you died tomorrow, who would take care of your family? Get a Free Life Insurance Quote Today!"
- Benefits (not Features)**
"3 times warmer than other brands." rather than "Made with Arctic Goose down."
- Ask A Question**

- Freedom From Fear, Pain, & Danger
- Sexual Companionship
- Comfortable Living Conditions
- To Be Superior, Winning, Keeping Up With The Joneses
- Care & Protection Of Loved Ones
- Social Approval

"Has The Love Left Your Relationship?"

- Be Controversial**
"Global Warming Is A Hoax"
- Use Short Words**
"Short Words Are Easier To Read. Vocabulary Consisting Of Lengthy Words And Sentences Makes Reading Unnecessarily Difficult."
- Evoke The 5 Senses**
Sight, Hearing, Touch, Smell, Taste. Example using touch: "Feel the 2,000 CC motorcycle engine rumbling beneath you."

Thanks to These Contributors

Products & Services

Ads.Prof.com
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CrazyCTR.com

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MediaBuysCoach.com
MixRank.com
PayPerClickFormula.com
PPCAssociates.com

SEBook.com
Staff.com
SuperFastBusiness.com
TenScores.com
WhatRunsWhere.com
WordStream.com

Bloggers

AlexCohen.com
DanPalanchuk.com
KeywordsBlogger.com
LorneFode.com
MikeChasson.com

MrGreen.am
PPC.org
PPCForFire.com
PPCWithoutPity.com
RickyAhuja.com

RighteousMarketing.com
TylerCruz.com
ViperChill.com
WebTrafficROL.com
Z6Evolved.com

Visit AdChop.com to see some of these techniques in action.



THE PERSONALIZED CHECK

Written by Russell Brunson and DC Fawcett

Last summer I had a chance to hang out with DC Fawcett, and became super impressed with him as a marketer. During our mastermind meeting he showed some of his direct mail campaigns and I was so excited and impressed I asked if he'd be willing to share some of his tests with the DCS Labs members. Let me walk you through his postcard tests and the funnels he drove his traffic to.

In this first test, he sent out three different postcards, each

to the same number of people to determine a winner. Postcard two with an image of a personalized check won giving him a 126% return on investment.

- Postcard 1 lost \$195, had a CPL of \$9 and an ROI of -81%
- Postcard 2 made a profit of \$304, had a CPL of \$7 and an ROI of 126%
- Postcard 3 made a profit of \$418 but the CPL was higher than Postcard 2 at \$8. The ROI for this postcard was 86%.

Here's what DC said about these results:

"Postcard 2 was the winner of our test with the highest return on investment. We are using this postcard for this product offer now that we have determined a winner.

Always split test different copy before spending a lot of money on a campaign because you want to determine the copy that will give you the best bang for your buck."

✘ Postcard 1 (Front and Back)



DC Fawcett
Master Marketer, Entrepreneur,
Creator of the Massive Traffic Ultimatum

Get Everything You Need to Start Making Money ...Today!

Hi there, I'm DC Fawcett:

"At a time when job loss, tight money and financial insecurity are epidemic, there has never been a better opportunity to start affiliate marketing as a new career you can do in the comfort of your own home. Remember...all you need is an internet connection.

With my new system as your secret weapon, you'll get an effortless, affordable entry into the lucrative world of affiliate commissions - with super-low start-up costs and rock-bottom operating expenses!"

Check it out at the website I set up for you:

www.dc.fawcett.pmlnow.com
Enter Your Special Password: <Code>

sack-packer
num

D.C. Fawcett
3433 Lithia Pinecrest Rd #355
Valrico, FL 33594
813-990-0047

@First@ @Last@
@Address@
@Address2@
@City@ @St@ @Zip@



"Would You Love to Make \$379 a Day From Home? This Proven, Guaranteed System is Finally Accepting... Start Now Applications... Start Making A REAL Income Right Now!"

Anyone over 18 from any background and education level can do this from your home computer. With easy guidance, I'll lead you to online success every step of way. / *Guarantee It!*

- ✓ This is the perfect way to be your own boss – full time, part time, any time!
- ✓ Make the needed cash for a house, cars, and your family's financial security!
- ✓ There is nothing to install so it works on every device. – Make good money from the kitchen table in your pajamas if you want!
- ✓ Here's the best part: I've automated it all for you. I've spent \$100,000s of my own money perfecting my system to deliver five and six figure profits straight to your bank account. I'll even give you a free website!

Go here and start making the money you deserve!

Check it out at the website I set up for you:
www.dc.fawcett.pmlnow.com
Enter Your Special Password: <Code>

THE PERSONALIZED CHECK, CONT.

👑 Postcard 2 (Front and Back)

<First> <Last>

Has Been Pre-Selected to Apply for this \$87 an Hour Position from Home

URGENT UPDATE: Did you find this featured in the news? This opportunity has received a lot of national media attention.



If you need cash, or a proven way to make money from home, I highly recommend paying attention because this is the true story of how I generated \$1,000,000 online. With millions of Americans unemployed and on food stamps, I've decided this is the best time to help out those in need and be serious about living the life of their dreams—whether you want more money, time with your family or just complete control of your life!

There's no better way to learn this than from someone who is making money now in this current environment. This check could be in your hands for just 1 week worth of work.



We highly recommend you see if you qualify at the website we setup for you while spots are available.

[www.<First>.<Last>.apply\\$7.com](http://www.<First>.<Last>.apply$7.com)

Code: <Code>

(Make sure you enter the periods in website address)

DC Fawcett
3433 Lithia Pinecrest Rd #355
Valrico, FL 33594
813-990-0047

JobID
1-2
2

|
@First@.@Last@
@Address@
@Address2@
@City@.@St@.@Zip@

Anyone Over 18 From Virtually Any Background Can Do This From Their Home Computer with Limited Training.

We Guarantee It!

Over 24 million people are estimated to work from home. People are realizing that relying on an employer to provide their income may not be the "safe" anymore.

The internet has created an amazing new opportunity for people to work at home with nothing more than a computer and internet access. You've probably heard of startups like Facebook started by Mark Zuckerberg in his college dorm room.

How to Make Money By Leveraging Fortune 500 Companies Like:



You've probably seen links offered for products you've purchased before. For example, if you sign up for a company like Netflix through a link on a website, it's highly likely that someone got paid for letting you know that Netflix existed.

This link is called an "affiliate link." If Netflix knew that an average customer is worth \$100, they could be willing to pay, for example, \$50 if you helped them bring on a new customer. In fact, **billions of dollars worth of these commissions get paid out every year.**

Want a piece of the pie?

Finally, You Can Earn Cash By Helping Companies Desperate for People Like You to Independently Post Links From Home

Here's the best part: I've automated it all for you. I've spend \$100,000s of my own money perfecting my system. I'll even give you a free website just for joining!

There are already millions of links posted every year and companies need your help.

It takes minutes to post a link. To be fair, let's say it takes only 5 minutes. If you posted only one link every 5 minutes for 60 minutes, you could post 12 links in just 60 minutes. Now also assume you earned \$20 per link you posted.

The following is the math: 12 links for \$20 each equals \$240. Imagine earning \$240 for 60 minutes worth of work. If you did this five days per week, you could make \$1,200 per week. That's \$62,400 per year.

Again, this is just an example but it just goes to show how you could make money posting "affiliate links" and recommending other people's products.

Simply visit the website we setup for you and apply for the position:

[www.<First>.<Last>.apply\\$7.com](http://www.<First>.<Last>.apply$7.com)

Code: <Code>

(Make sure you enter the periods in website address!)

THE PERSONALIZED CHECK, CONT.

✘ Postcard 3 (Front and Back)

Generous Internet Millionaire Seeks Next Apprentice for Secret Mission in <City>, <ST> and has Selected <First> <Last>

Ten or a mission to create Success Stories in <CITY> and you have been selected for this One in a Lifetime apprenticeship. I believe everyone deserves a break or a 2nd chance in their life and this is your big break.

Last year I made \$10,000,776 from my online business and it was just my 2nd year in the business. I know we have never met before and you may be a little skeptical. If you are skeptical, feel free to login to the website I setup for you and I'll show you proof of the \$10 Million. I back everything up with 200% hard data.

I'm not saying this to brag. I'm saying this to impress upon you that if I can do this, you can do this too. I'm not promising you'll make \$10 Million right away. It may take you 2 years to get to the \$10M level like it took me. In fact, in my first year on the internet, I made \$842,000.

This is incredible considering I was making \$10/hr the year before creating my built off selling websites door to door in the sweltering heat of summer. I quickly discovered that one on one selling and door to door sales was NOT for me...especially when I was laid and I didn't make any sales, which meant I didn't make any commissions. I quickly realized the only person getting rich is the boss and I decided I needed to find some way to be my own boss.

I'm here to tell you that it's your time to get rich now. I've laid everything out for you in my Apprentice program so you can start making money fast. Everything is done for you.

There's No Selling, No Investors, No Employees Needed and I provide Full Training and Support. There's No Experience Needed (due to this Automated System Makes You Money While you Sleep).

You can NOW be Your Own Boss and Pay yourself a starting wage of \$42/hr.

Remember you must visit the website I setup for you now because this opportunity will not be open forever. In fact, I need to close down the website in 72 hours so make sure you login now before all of the priority access codes are deactivated. I would love to keep the priority access codes active but I can't because this is a secret mission.

Yours In Success,

D.C. Fawcett

Step 1: Claim Your FREE Internet Wealth Report (\$197 Value) and Apply for the Mission at the website I setup for you:

www.dc.fawcett.applieforapprentice.com

(Make sure to enter exactly as shown with the periods between your name)

Step 2: Enter Priority Access Code: <Code>

Step 3: Follow directions on your screen to complete your mission

D.C. Fawcett
3433 Lithia Pinecrest Rd #355
Valrico, FL 33594
813-990-0047

Field15

@Full Name@
@Address@
@Address2@
@City@, @St@ @Zip@

sack-pack/seq num

EXPOSED!

Former Dead Broke Door to Door Salesman Fast Tracks from Knocking on Doors to Wealthy Internet Entrepreneur at Age 33



D.C. Fawcett - The Creator of the Internet Wealth Machine

Dear <First Name>:

My name is D.C. Fawcett and I used to work hard as a former door to door salesman. The 14 hour days and the 7 day weeks were unbearable. My family never saw me and I was making everyone rich but myself. The truth is, you're not going to get wealthy working for someone else.

Then I discovered how to make big money on the Internet without even leaving my home. After a lot of trial and error, I perfected a step-by-step process for making money on the Internet without any experience, inventory, or selling.

Within 90 days I was putting more money in the bank part-time than I had made at my job all year!

For the past few months, I've been teaching a few of my friends how to use my simple money making strategies on the Internet. The success of my system has made me very popular and more and more companies are asking me to help them with their Internet Marketing. Because of the economy and due to the increased demand from these companies for new customers, it's so easy. It's like shooting fish in a barrel.

In order to meet the increased demand, I'm seeking an apprentice in <City>. I've setup a special webpage for you where you can apply for this apprenticeship for this special mission. The timing couldn't be better. You must act now because the priority access code I've assigned to you will expire in 72 hours. Go to the website right now.

The profits are amazing for this automated system. It's easy and happens fast when you know the secrets. You don't have to quit your job if you don't want to because this does not take a lot of time. You don't need any experience. If you can check your email, you can do this.

This won't last forever. This is a ground floor opportunity. While everyone is crying about how bad the economy is, I'm breaking records and tripling the size of the business every year. Last year we brought in over \$10 Million in revenue. You can verify this on the website.

By this time next year, you could be a wealthy Internet Millionaire. You'll be able to do all the things you've always wanted to do but couldn't because you couldn't afford it. You'll be able to take vacations whenever you want while flying first class and only staying in the your favorite 5 star hotels and resorts.

It all starts when you apply for and accept the mission. It doesn't get any easier than this to get started making huge profits on the Internet. I've setup a special website for you where you can apply for my apprentice mission. You must do this within 72 hours otherwise the priority access code will be deactivated and your chance to be the next Internet Millionaire will be gone forever.

Type this website directly into the address bar on your computer and enter the priority access code and then follow the instructions on your computer. Make sure you enter the website address exactly as written including periods.

www.dc.fawcett.applieforapprentice.com
Priority Access Code: <Code>

THE RIGHT PRICE

Visitors	Pay plan	Price	Total Sales	Total Revenue	Total Collected	Amount Due	Visitor Value	EPC	Sales Conversion
76		\$37	13	\$481	\$481	\$0	\$6.35	17%	
76		\$47	9	\$423	\$423	\$0	\$5.58	12%	
76		\$77	10	\$770	\$770	\$0	\$10.17	13%	
76		\$97	6	\$582	\$582	\$0	\$7.68	8%	
104	2 x \$37	\$74	14	\$1,036	\$518	\$518	\$9.93	13%	
104	2 x \$47	\$94	13	\$1,222	\$611	\$611	\$11.71	12%	
104	2 x \$97	\$194	6	\$1,164	\$582	\$582	\$11.16	6%	
165	3 x \$37	\$111	24	\$2,664	\$888	\$1,776	\$16.15	15%	
165	3 x \$47	\$141	17	\$2,397	\$799	\$1,598	\$14.53	10%	
946			112	\$10,739	\$5,654	\$5,085	\$11	12%	

Written by Russell Brunson and DC Fawcett

I thought that this test was a really cool one. Its goal was to figure out which price point would be the winner. Rarely do I ever split test price points, so it got me excited to start looking closer at what I'm charging so I can test some other variations.

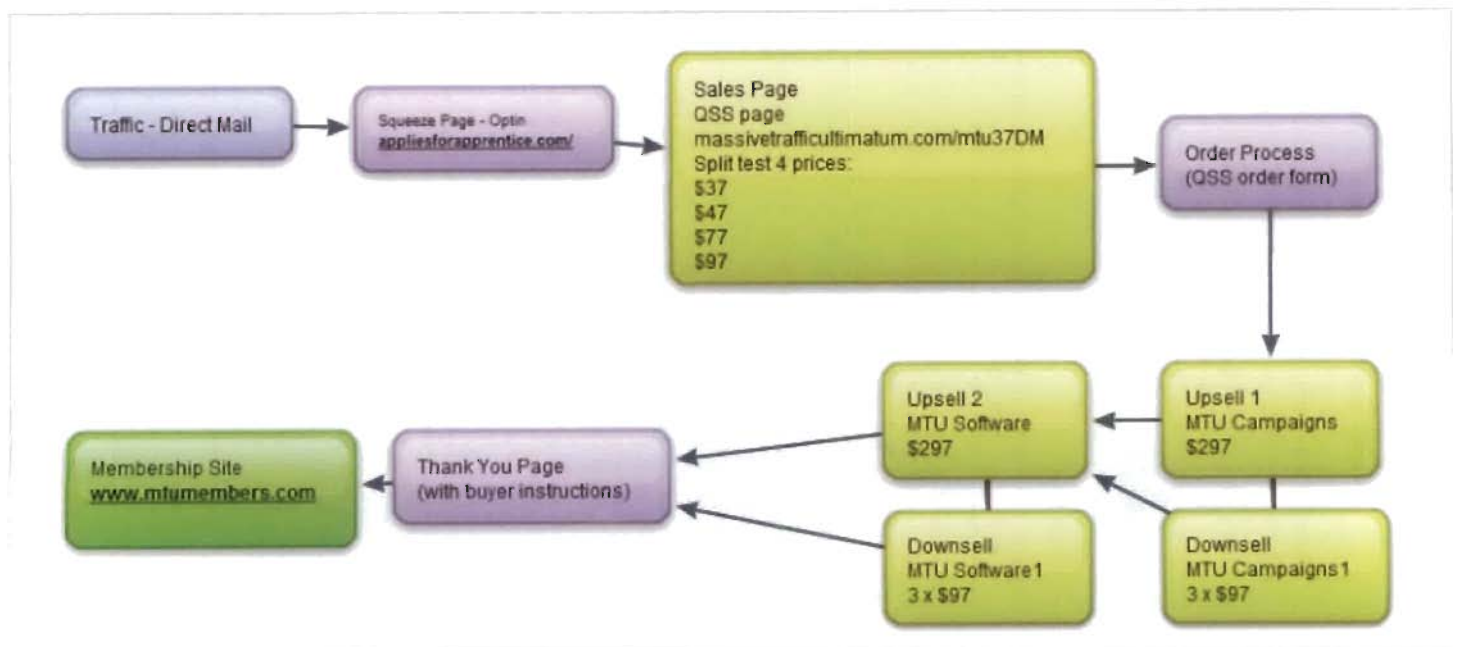
They ran this test using the winning postcard from The

Personalized Check test (page 30) with the following prices: \$37, \$47, \$77, \$97, 2 payments of \$37, 2 payments of \$47, 2 payments of \$97, 3 payments of \$37, 3 payments of \$47.

The three funnels shown were created in order to implement this test.

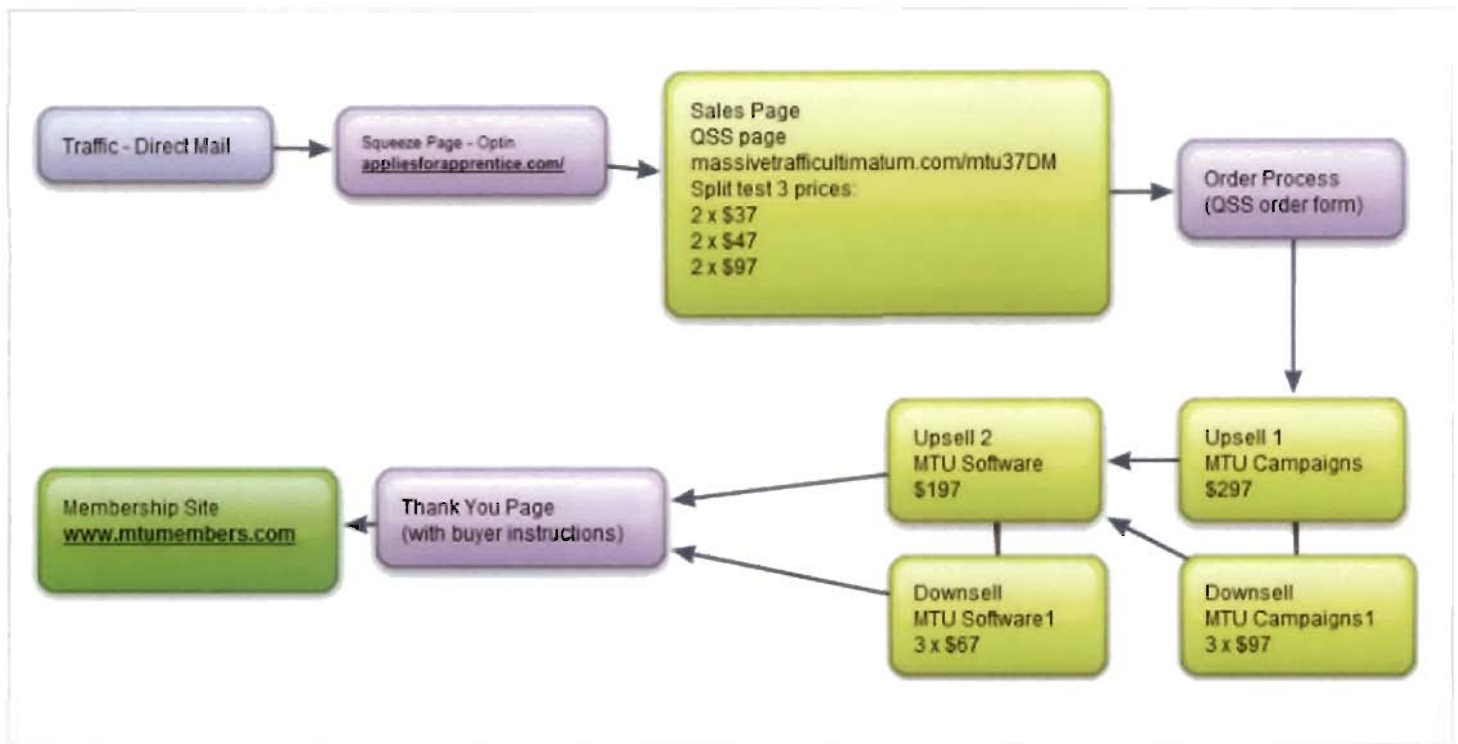
As you can see from the results above, 3 x \$37 won the test with \$16.15 EPC and \$2,664 in total revenue.

Funnel 1

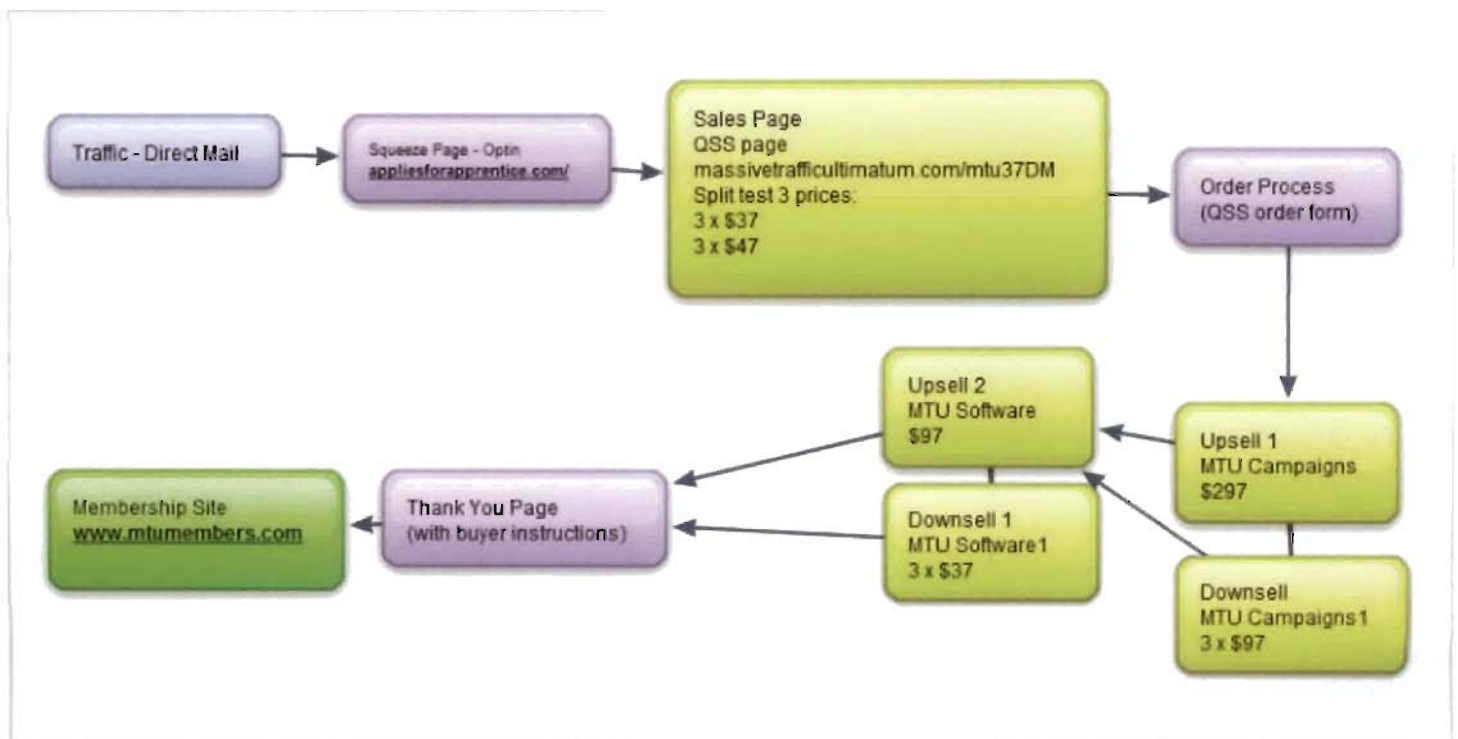


THE RIGHT PRICE, CONT.

Funnel 2



Funnel 3



MY DIRTY CONVERSION SECRET

Test by Russell Brunson and Todd Dickerson

This email subject line test was awesome because after it was over, I asked five famous marketers which they thought would win, and every one of them guessed it wrong!!! Here are the two subject lines:

- WARNING: they are trying to keep you fat :(
- my weight loss "dirty" little secret...

So... can you guess which subject line won? The default for the test was "Warning: they are trying to keep you fat :(" and this also happened to be the headline on the squeeze page and sales page.

Then, when the first email solo ad went out, I was trying to think of some other headline to test, and that's when I remembered a funny headline I had used in a marketing email a few years ago. That email's headline was: "Mike Filsaime's 'Dirty Little Secret' - and while I don't have the stats, I do know that email made us a lot of money.

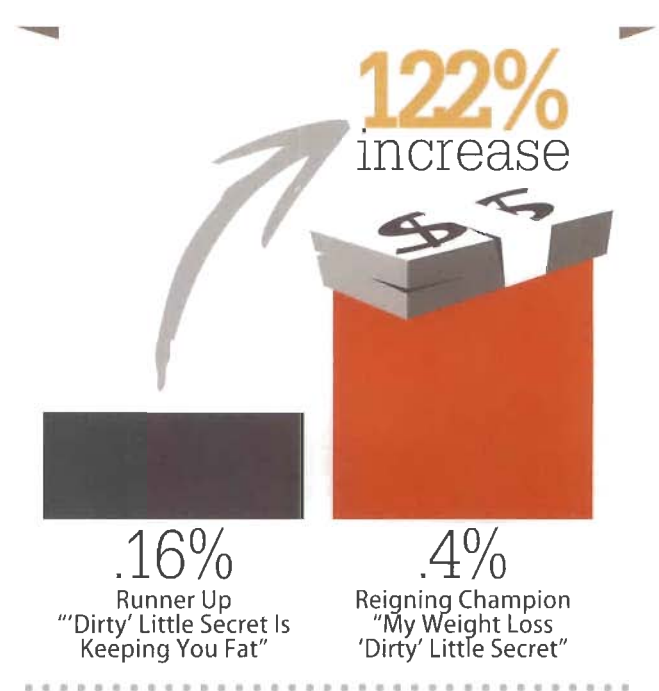
So I decided to make a variation of that for this split test. Check out the results:

- 458 clicks from email with subject line "WARNING: they are trying to keep you fat :("
- 2265 clicks from "my weight loss "dirty" little secret..."

Yes, my "dirty" little secret thrashed the other one, and became the headline on our squeeze page, banner ads and also the sales video. The moral of this story? Turn your "secrets" into "dirty little secrets."

Update: After finding the winning variation, we tested a few other versions to see if we could beat it. Initially we sent it out to a list of 1.08 million people in archamax, and they

UNIQUE CTR



were supposed to test four versions of the subject line, but they made a mistake. That email went out, but they only used one subject line. You can see the results of it here:

weight loss "dirty" little secrets...	1085690	41522	4329	0.40
---------------------------------------	---------	-------	------	------

Yes, we had a .4% unique clickthrough rate.

Because they forgot to test the other three subject lines, they did a make good and sent the email out again to 100,000 people just to see what our unique clickthrough rates would be on the other variations. You can see them here:

	Impressions	Opens	Unique Clicks	Unique CTR
my weight loss "dirty" little secret...	102580	1686	112	0.11
this "dirty" little secret is keeping you FAT!	101175	2163	164	0.16
WARNING: they are trying to keep you fat	100745	2149	111	0.11

As of now, none of these other variations did .4%, so it looks like the reigning champion is still "weight loss 'dirty' little secrets..."

TINY CLASSIFIED ADS

Test by Russell Brunson and Todd Dickerson

As some of you may know, I got my start in this business back when I was about 12 years old, and I saw an infomercial from Don Lapre talking about "tiny classified ads." I was sold on the concept, and begged my dad for \$40 to buy his kit. As any good dad would do, he told me to go mow the lawn to earn the money.

Over the next month, I mowed the lawn each week and saved up to buy his product. I still remember anxiously waiting for the course to show up. I owe Don a lot for helping me get into this business and opening my eyes to direct response marketing.

So, with that said, we thought it would be fun to start testing out some classified ads with our new supplement. You can see the three ads we ran in the image above. Can you guess which one won (one was the winner by a long shot)? Here's what each ad said and the results:

- Ad 1: NEUROPATHY TREATMENT?!? Stop diabetic and neuropathy pains now! Free Trial Bottle. No Prescription Needed. Call 1-800-490-2291 now, 24hr recorded message (11 trials and 1 upsell).
- Ad 2: SHARP PAIN?!? Stop diabetic and neuropathy



pains now! Free Trial Bottle. No Prescription Needed. Call 1-800-349-4772 now, 24hr recorded message (1 trial and no upsells).

- Ad 3: Diabetic Pains?!? Stop diabetic and neuropathy pains now! Free Trial Bottle. No Prescription Needed. Call 1-800-317-9384 now, 24hr recorded message (no trials and no upsells).

In this test, it looks like the winner goes to the subject line that said the condition, not the symptom.

HOW THE NUMBERS STACKED UP



1

NUMBER OF TRIALS JOINED THROUGH ADS 2 AND 3 COMBINED! THESE ADS ALSO RESULTED IN NO UPSELLS.



11

NEW TRIALS JOINED THROUGH THE FIRST CLASSIFIED AD, PLUS AN UPSELL - MAKING IT THE CLEAR WINNER!

IMAGES VS. TEXT IN EMAILS

From Jeremy Shoemaker of www.ShoeMoney.com, data from PARProgram.com

A Note From Russell: Here are some interesting stats sent to us from Jeremy Shoemaker that were so cool we wanted to share them with you now. We are going to elaborate on them and how you can use this data in future tests, but we thought it would be fun to share with you now, so the wheels in your head could start spinning.

The numbers in traffic tests three and four are based on 17 companies who allowed us to anonymously use their data from the PAR Program platform (parprogram.com). Collectively these 17 companies have done over \$50 million in e-commerce from email marketing to over a billion worldwide consumers.

First, here are some interesting things we learned about text

to image ratio in emails:

- 75% of users on email desktop and web clients (mail, app, outlook gmail, hotmail, etc) do not load images (even though the actual email could be open).
- Emails that are mostly image based have a 20% higher unsubscribe rate.
- Emails that are mostly image based have a 5% higher reported spam rate.
- 15% overall lower dollar value on mostly image.

We can track this by having the individual email images all tagged and correlated to each segment mailed in the split test. This is only tracking desktop and web clients and not mobile or tablet email clients that give very misleading open rates.

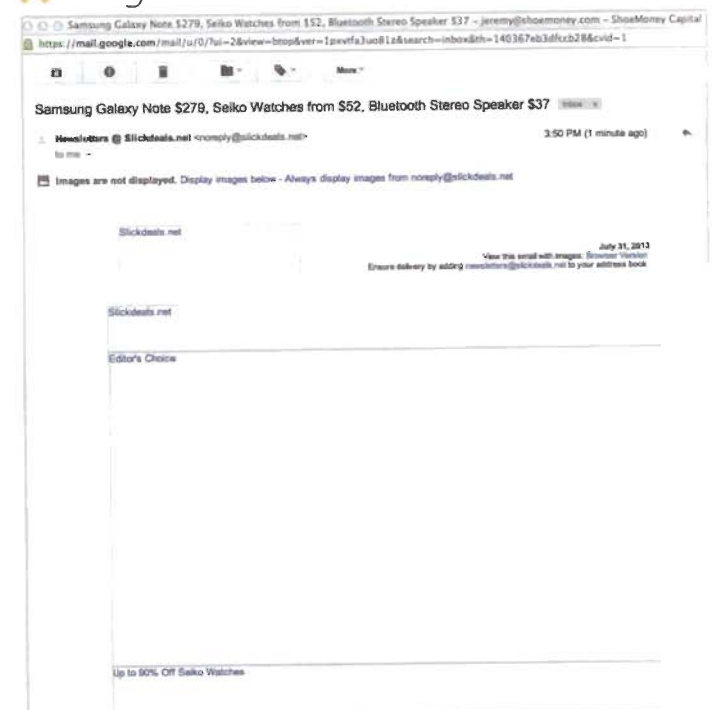
THE NUMBERS



75%
OF USERS DON'T LOAD
IMAGES IN EMAILS

20%
MORE PEOPLE UNSUBSCRIBE
FROM IMAGE BASED EMAILS

✗ Images Don't Load



THE VALUE OF AN EMAIL

From Jeremy Shoemaker of www.ShoeMoney.com, data from PARProgram.com

Here are some interesting sidenote statistics:

"Dollars off" 22% better conversion than percentage off. For example: \$10 vs 10% or \$25 vs 25%.

An email address added to your list that is tied to any major social network is worth 80 times more than one that is not. We believe this is because that email is either one that is not frequently checked or a throw away email.

If a user follows your company on Twitter that person has a 28% higher lifetime value (on PAR you have the option to

automatically follow every person who comes into your list on Twitter and about 15% will follow back on average).

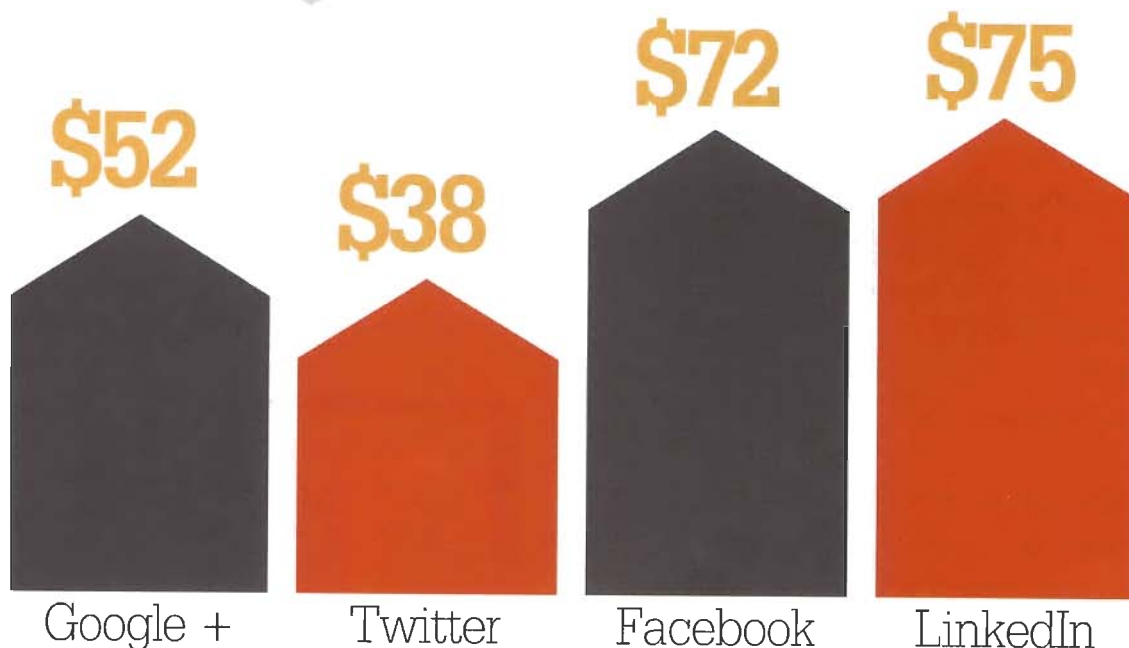
We have stats on friend requests for Facebook but there is very little data. We can't pull individuals unless we invite them with a cookie that would fire on the protected content of the page so we are looking at that but it's not something currently implemented.

Lots of people would think it depends on demographic but we see the same stats on about any e-commerce product. Also interestingly enough it averages out with people on multiple networks. For example, if they are only on LinkedIn and Twitter the value is around \$55. Twitter users bring people down.

SOCIAL NETWORK ROI



Breakdown on a \$100 baseline



CLICKS VS. IMPRESSIONS

From Justin Brooke of IMScalable.com

For this campaign, we're focusing on lead generation. I tested CPC (cost per click) bidding against CPM (cost per 1,000 impressions) bidding to see which method would generate leads at a lower cost.

Most of the time we focus on maintaining a healthy CTR and click price. For this campaign healthy would be 0.03% or

greater CTR and \$0.50 CPC or less.

The CPC for both strategies was on the high end. If we judged the performance based on CTR, the two CPM ads would have been deleted. However, taking a closer look at our main goal, the lead cost with the CPM bidding method was significantly lower than with the CPC bidding method. Overall, the CPM bidding method yielded a cost per lead of nearly 500% less than the CPC!

Ad [?]	Cost per Lead ▼	Impressions [?]	Click-Through Rate (CTR)	Cost Per Click (CPC) [?]
Mean Judge - CPC	\$12.81	38,316	0.044%	\$0.75
Bad Lawyer - CPC	\$11.29	65,377	0.041%	\$0.84
Bad Lawyer - CPC	\$7.71	111,068	0.046%	\$0.76
Mean Judge - CPC	\$7.52	37,048	0.049%	\$0.84
Mean Judge - CPM	\$2.12	60,170	0.013%	\$0.53
Bad Lawyer - CPM	\$1.88	54,255	0.009%	\$0.75

RIGHT COLUMN VS. NEWSFEED ADS

From Justin Brooke of IMScalable.com

This campaign tested the results of placing an ad directly in the newsfeed only. The CTR for the newsfeed ad was impressive at 1.451%! Click prices were just a bit higher but Cost Per Lead remained about even.

What we learned: Be sure to test CPM bidding if you haven't! Your CTR might suffer, but if you're looking for leads at a lower cost, we were able to achieve that with this testing.

Be specific with your ad copy. Build curiosity and offer

a solution. Don't be too salesy and make sure your ad is congruent with the landing page. If you're running ads through a Facebook page, try placing the ad directly in the news-feed! We saw some incredible CTR results in our testing.



1,219%

INCREASE IN CLICKTHROUGH RATE (CTR) WHEN ADS WERE SHOWN IN FACEBOOK'S NEWSFEED (1.451%) OVER THE RIGHT COLUMN AD BLOCK (.110%).

GENERIC VS. SPECIFIC ADS

From Justin Brooke of IMScalable.com

These results reveal that the generic ad had a slightly higher CTR. It creates curiosity and offers a solution to the problem presented.

The more specific ad grabs the attention of someone who can relate to the offer directly and also creates curiosity by stating a particular person was able to solve the problem and you can too. As you can see from the reporting, the more specific ad produced cheaper clicks but it also resulted in a lower CPA by 71%!

Do you need traffic? If you would like to have your campaigns managed by a team of experts, check out our case studies at IMScalable.com or contact us at info@imscalable.com

✘ Generic Ad

Sharp Pains In Your Feet?



Learn how you can stop the tingling, numbness, and burning pain today

✔ Specific Ad

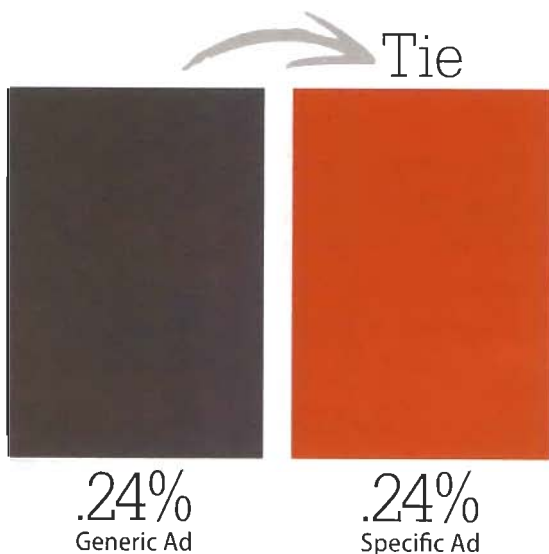
Neuropathy Pain Gone?



Learn how Jack stopped the tingling, numbness, and a burning pain in his legs

CLICKTHROUGH RATE

COST PER CLICK



WINNING SOLO AD SUBJECT LINES

ArcaMax PUBLISHING, INC.		Health User: User: 2571: Dot Com Secrets											
Ezine Ad Stats Online Reporting Tool													
Subject	Mappings	Impressions	Opens	Open %	Unique Opens	Unique Open %	Clicks	CTR	Clicks/Opens	Unique Clicks	Unique CTR	Unique CTO	
Congrats, your Free Website is Ready!	1	283002	8609	3.04	7791	2.75	754	0.27	8.76	651	0.23	8.36	
get 5 checks each month (free website)	1	281956	8913	3.16	8049	2.85	1045	0.37	11.72	906	0.32	11.26	
Just checking... Did you get your free website?	1	283305	8363	2.95	7585	2.68	697	0.25	8.33	583	0.21	7.69	
Your *FREE* Website Valued At \$2,079!	1	284784	7962	2.80	7337	2.54	643	0.23	8.08	552	0.19	7.63	
Summary	Mappings	Impressions	Opens	Open %	Unique Opens	Unique Open %	Clicks	CTR	Clicks/Opens	Unique Clicks	Unique CTR	Unique CTO	
Grand Totals	4	1133047	33847	2.99	30662	2.71	3139	0.28	9.27	2692	0.24	8.78	

Test by Russell Brunson and Todd Dickerson

We were going to promote our "Free Website" squeeze page to one of the lists at Arcamax, and decided to test four different headlines:

- Congrats your Free Website is Ready!
- Get 5 checks each month (free website)
- Just checking... Did you get your free website?
- Your *FREE* Website Valued At \$2,079!

As you can see from the test results above, one headline was by far the winner... But what was really cool were a few additional things we did with that headline after we discovered it was the winner. We took that headline and made it the title of the clickable links which increased clickthrough rates on the actual email by over 30%.

Our thoughts are because the subject line was good enough that it caused them to open the email... this same subject would cause them to click more on the links inside of the email. So, if you want to make 30% more money from every email you send out, match the link text

and the winning subject line text.

Our next test is to change the headline on the landing page to match the one used in the subject line. My guess is that because it keeps the congruency from the sales process that it will also increase conversions. I'll report our findings as soon as we have stats from that test.

Hey - my name is Stone Evans, and a little while ago I created a simple little website that currently makes me **5 HUGE checks every month** while I'm sleeping at night!

Want to see it?

[How I get 5 checks each month \(free website\)](#)

As my gift to you...

I'm gonna GIVE you this SAME, turnkey website...

So you can start getting the SAME 5 checks that I get each month!

and the best part...? I'm going to GIVE you this website... **for FREE!**

That's right... you can put your wallet away, and go claim your new website here:

[How I get 5 checks each month \(free website\)](#)

Thanks
Stone Evans

P.S. - I get these 5 checks every month, even when I'm doing no actual work! I'm gonna give you this same website, for FREE, here:

[How I get 5 checks each month \(free website\)](#)

P.P.S. if that link doesn't work for any reason, please try this one:
<http://www.succetc.com/recommends/pips-website>

BLACK VS. WHITE

✕ White Background



♣ Black Background



VS.

From Justin Brooke of IMScalable.com

We tested the black vs. white banner because we noticed while looking at classified ads in the back of a magazine that the darker ads caught our eyes.

Sure enough when we tested it the black banner pulled ahead of our winner. We believe it was because it stood out on the page and also did not look like an

advertisement. The plain banner had a CTR of .34% and the black one did .48%.



41%

INCREASE IN CLICKTHROUGH RATE WHEN USING THE BLACK BACKGROUND (.48% CTR) OVER WHITE (.34%).

CURIOSITY AND STORYTELLING

From Justin Brooke of IMScalable.com

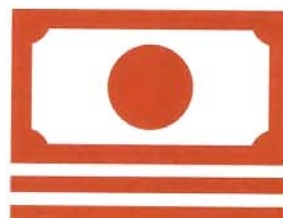
We tested two ads with the following text:

- Ad A: Easier Than MLM? Forget about downlines, hotel meetings, and cold calling.
- Ad B: MLM'ers Hate Him?: His simple trick with postcards beats MLM methods. See proof...

Ad B was the winner and got twice the CTR and cut costs in half. A had a .038% CTR and B had .079%. The cost per click

on A was \$0.81 and for B it was \$0.40.

The reason why is because B tells a story and creates more curiosity. It also promises a fast and easy solution with a call to action to "see proof" that the claim is legit.



108%

INCREASE IN CLICKTHROUGH RATE IN AD B (.079%) OVER AD A (.038%). AD B ALSO CUT AD COSTS FROM \$.81 PER CLICK TO \$.40.

CTR OR ROI?

✘ Ad A



From Justin Brooke of IMScalable.com

Ad A was getting .031% CTR and ROI was at NEGATIVE 60% because it was trying to rely on curiosity alone. B got .068% CTR and brought in a 200% ROI because it was specific, offered curiosity, and stated a benefit.

👑 Ad B



✘ Ad C



C blew our minds with a .945% CTR but caused a massive drop in conversions.

We think the reason for this is that people just wanted to see the picture explained or larger. It also did not preframe the audience for the "green coffee bean" like B did.

ON OR OFF FACEBOOK?

From Justin Brooke of IMScalable.com

We used the winning ad from the test shown above and had one version take the visitor off of Facebook and the other take them to a fan page tab.

The fan page tab had the same exact page as the other ad, just wrapped into an iframe. The ad that took them off of

Facebook had a .072% CTR and was costing \$0.44 per click. Meanwhile the same ad taking them to a fan page tab only costed \$0.17 per click and had a blistering CTR of 0.792%.

Overall, sending traffic to a Facebook fanpage resulted in a 1,028% increase in CTR and cut ad costs by more than half. This test shows that where you send traffic can make a huge difference in your ad's performance!

HOW THE NUMBERS STACKED UP



\$.17

COST PER CLICK FOR THE AD SENDING PEOPLE TO A FACEBOOK FANPAGE, DOWN FROM \$.44.



1,028%

INCREASE IN CLICKTHROUGH RATE WHEN VISITORS WERE SENT TO A FANPAGE VS. AN EXTERNAL WEBSITE.

FANCY VS. BASIC AD DESIGN

X Fancy Design



Q Basic Design



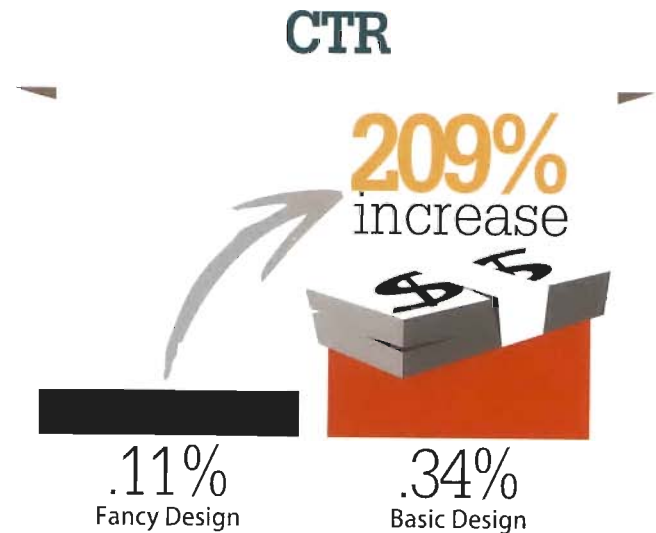
VS.

Test by Justin and Chaunna Brooke

Fancy banners have lost in our split tests almost every single time. The only time they won was for luxury items and design related offers (obvious).

If you want really good banner ads, make them not look like banner ads. The winner here looks like a featured article when it's on other people's sites. Which turns off the viewer's natural resistance to advertising.

The fancy banner had a CTR of .11% and the plain banner had a CTR of .34%.



EVENT DATE ON BANNER ADS

Test by Mike Cooch

We wanted to find out if having the date for an event in our ads would result in a higher CTR. We tested this in two rounds that were each given a \$50/day budget with a maximum bid of \$4. This budget has proven in the past to provide enough data to analyze for a test like this.

- Round 1: In this round we used ads that had the event's date. The ad sizes used were 1 300x250, 1 728x90, and 1 160x600.
- Round 2: In this round we used ads that did not have the event's date. The ad sizes used were 1 300x250, 1 728x90, and 1 160x600.

EVENT DATE ON BANNER ADS, CONT.

👑 Round 1 (With Event Date)



✖ Round 2 (No Event Date)



VS.

Round 1 had 26,222 impressions and 84 clicks resulting in a .32% CTR. The average CPC was \$2.62, making our total spend \$220.14. Round 2 had a total of 44,370 impressions and 107 clicks resulting in a .24% CTR. The average CPC was \$1.71 giving a total spend of \$107 for round 2. The average visit duration for round 1 was three times longer than that of round 2.

If you are hosting or promoting an event, advertising using Google Adwords for remarketing is a good tool to use. You will be able to reach a selected audience that is not completely cold traffic. You will want to be sure to include the date of your event in the ad. This will provide you with a visitor who understands the absolute basics of your event.

These test results indicate that the use of the date in the ad resulted in a better click through rate. Round 1 had about half the amount of impressions but still produced a marginally higher CTR than round 2. This is significant enough to note that it is important to use the date in an ad when promoting an event.

From our data, you will find that the visitors will spend more time on your page by using the date in the ad. This could be attributed to having more qualified visitors going to the page. They are not guessing when the event is and immediately leaving the page when they see the date. These visitors are aware of the when and focusing more on the details of the event rather than their calendar.

HOW THE NUMBERS STACKED UP



.32%

CLICK THROUGH RATE WHEN THE EVENT'S DATE WAS ADDED TO THE AD COMPARED TO .24% WITHOUT THE DATE.

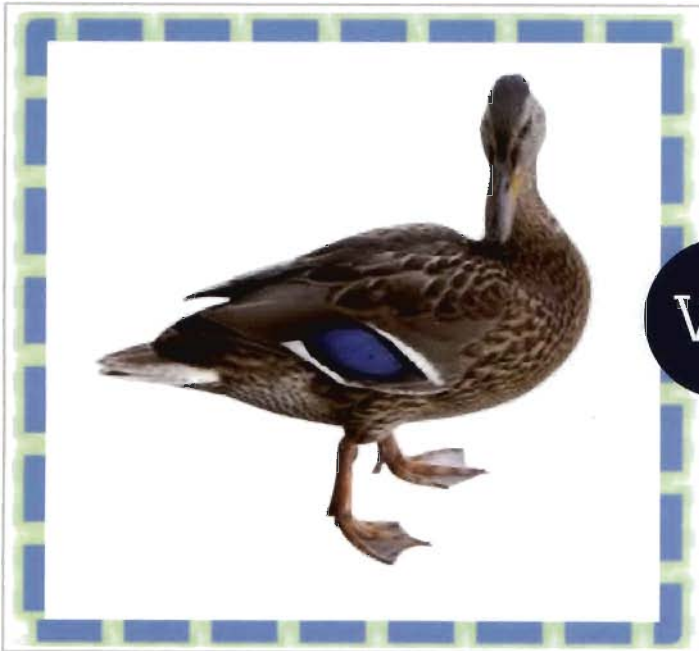


3x

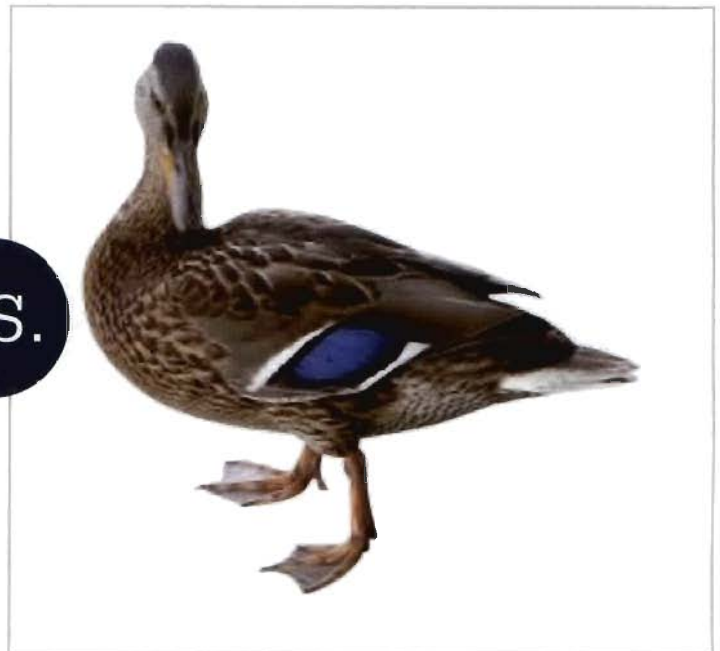
THE AVERAGE INCREASE IN AMOUNT OF TIME SPENT BY VISITORS COMING TO THE SITE THROUGH AN AD WITH THE EVENT'S DATE.

THE RIGHT FACING DUCK

👑 Right Facing Duck With Border



✘ Left Facing Duck With No Border



VS.

Test by Russell Brunson and John Parkes

The interesting thing with Facebook advertising is that the success of the ad is dependent on two factors - the image and the targeting (who you tell Facebook to show your ad to). Facebook is an image based platform that is visually crowded. So your ad image has to somehow capture the attention of the *right* viewer in a fraction of a second as they

quickly scan down their newsfeed for something to interest or entertain them.

Some ideas on how to better capture attention:

- Use pictures of people whose eyes are directed towards the viewer. It's hard to ignore someone "looking right at you"

HOW THE NUMBERS STACKED UP



57%

INCREASE IN CLICK THROUGH RATE WHEN THE DUCK IMAGE FACES RIGHT AND HAS A BORDER ADDED.



\$.06

COST PER CLICK WITH FACEBOOK AD SHOWING AN IMAGE OF A SMILING LADY - MAKING IT OUR CHEAPEST SOURCE OF WEBSITE VISITS.

Use pictures of people expressing strong emotion (laughter, pain, joy, surprise)

- Use images with bright (typically warm) colors that pop out at the viewer
- Use images that "speak" directly to your target audience

Be creative because thinking outside of the box may yield some great ad results.

Here are some examples we are running recently with our neuropathy supplement. Our target audience is people above the age of 50 who are diabetic and either have, or are at risk of having, neuropathy pains.

- **Duck Ads:** This ad image was an "outside of the box" moment. Thinking about our target audience I determined that some things elderly people like to do is walk in the park, sit on park benches and watch ducks... I know it's sounds like a stretch but the ad is performing great! Here's the kicker though. Thinking it was really quite

clever, I showed the ad to Russell and he gave me the idea of flipping the duck around to face the text instead of facing away. This simple switch of direction along with adding a colored border to the image increased the click-through-rate of this right-column ad by 57%

👑 Smiling Lady Ad



- **Smiling Lady Ad:** You will see that this ad features a lady who is elderly but not too old (she still has spunk in her). She appears quite happy as if she just won a Bingo game or something. The image expresses strong emotion, matches the target audience, is simple, human, and friendly. This ad is producing our cheapest website clicks at only \$.06 per click.

WINNERS + LOSERS FOR 7 RECENTLY SPLIT TEST EMAIL SUBJECT LINES

Written by Joanna from CopyHackers.com

With 'open rate' being my go-to success metric for email subject lines – which is not to say that subject lines don't impact metrics like clicks or that subject lines are the only things that influence open rates – here's how seven recent email subject line tests for Copy Hackers panned out.

Note that these emails were sent in January and February of 2013 and, as mentioned, are for my weekly newsletter (i.e.,

not direct sales pitches). I've ordered them from 'biggest winner' to 'smallest winner'.

In another world, I would have formatted the table so you could see the math. As in, winner's open rate minus loser's open rate. But... grimace and change topic.

Takeaways for Future Email Subject Lines:

Judging by the above breakdown of winner vs loser, I would

WINNER	LA-HOO-ZE-HER (aka Loser)	WINNER BEAT LOSER BY...
heart your home page [Copy Hackers]	how to show your home page some love [Copy Hackers]	7%
possibly the most overlooked home page opportunity in the universe...?	which home page kills it? a comparative analysis [Copy Hackers]	4.6%
when it comes to email, does size matter? [CopyHackers.com]	no, size doesn't matter [CopyHackers.com]	4.4%
increasing paid conversions by 61% on a typical startup site	increasing paid conversions by 61% on a product catalog	4.2%
how the right tone turned around this small biz [CopyHackers.com]	does the tone of your copy really matter? [CopyHackers.com]	2%
can you write 1 page that speaks to 2 audiences? [Copy Hackers]	how to write 1 page for 2 audiences [Copy Hackers]	1.5%
weigh in on 5 headlines... [Copy Hackers]	dare to disagree? [Copy Hackers]	0.9%



Scan the QR code or go to the website below to view CopyHackers' full blog post on these tests:

copyhackers.com/2013/03/email-subject-lines/

be wise – in the future – to do the following. And you would be wise, dear copy hacker, to assess your own subject line tests accordingly, too.

Avoid Subject Lines That:

- Begin "how to"

- Suggest un-fun work, such as "comparative analysis"
- Talk explicitly about product catalogs
- Are vague
- Are cheeky with no substance

Write/Test Subject Lines That:

- Use as many words as necessary when a subject is intriguing
- Make explicit reference to my reader's world: startups
- Focus on specific keywords, like "home page", "headlines" or "email"
- Suggest a case study within

HELP PEOPLE, DON'T SELL THEM

By Neil Patel from QuickSprout.com

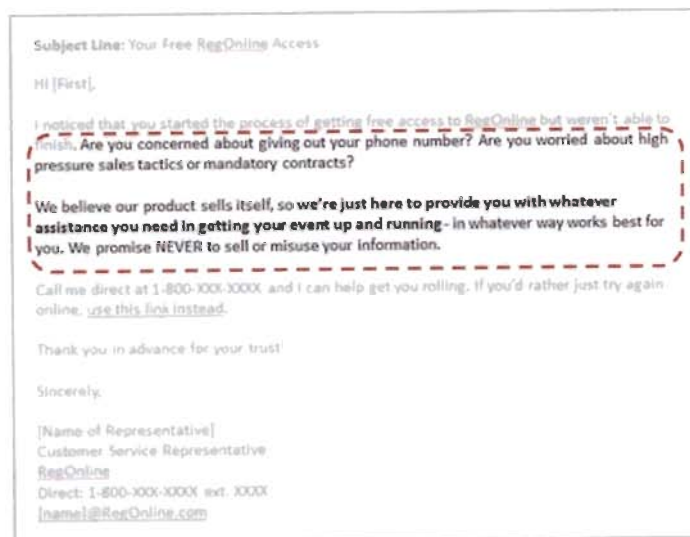
Are you used to getting sold? Well, of course, you are... who isn't? Because you are used to people trying to sell to you, your guard is up, and you're ready to say "no" even before someone sells to you.

ActiveNetwork decided to change how they use emails to promote their product. They created a new email copy, using a supportive tone instead of a salesy one.

Just take a look at the difference. Here is a preview of the sales version:



And here is a preview of the supportive version:



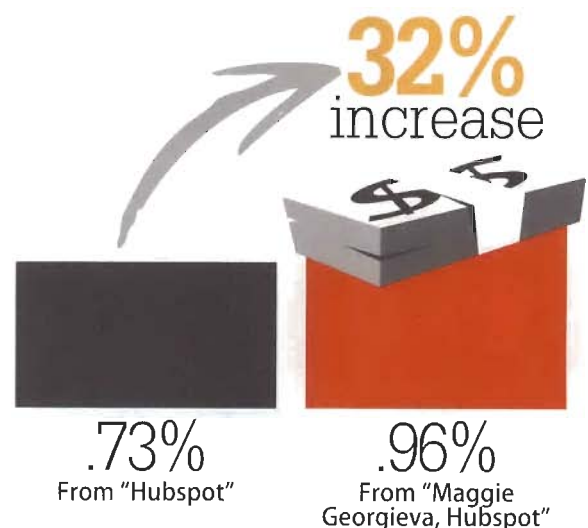
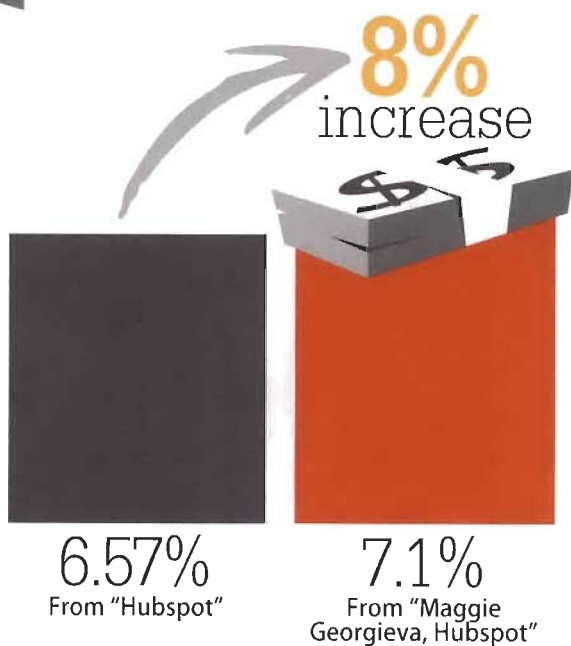
The supportive tone of the email increased leads by 349%.

You don't have to sell to people to make money. Sometimes the best way to get a customer is to simply help them by creating a friendly conversation with them. If they like what you have to say, they will end up converting.

WHO DO YOUR EMAILS COME FROM?

EMAIL OPEN RATE

CLICK THROUGH RATE



By Magdalena Georgieva from Hubspot.com

Subject lines are a critical element of email marketing. They have the power to grab the attention of recipients and impact click-through rates (CTRs) greatly. That's why we always want to make sure we're using the best possible email subject lines when emailing our subscribers. We regularly conduct A/B tests to evaluate winning subject lines.

But besides a subject line, recipients also see a sender name in their inbox. Who is the email coming from? This sender name can make a big difference on open and click-through rates. So in 2011, we conducted a test to compare a generic "HubSpot" sender name to a personal name of someone from the marketing team.

Our control generated a 0.73% CTR, and the treatment



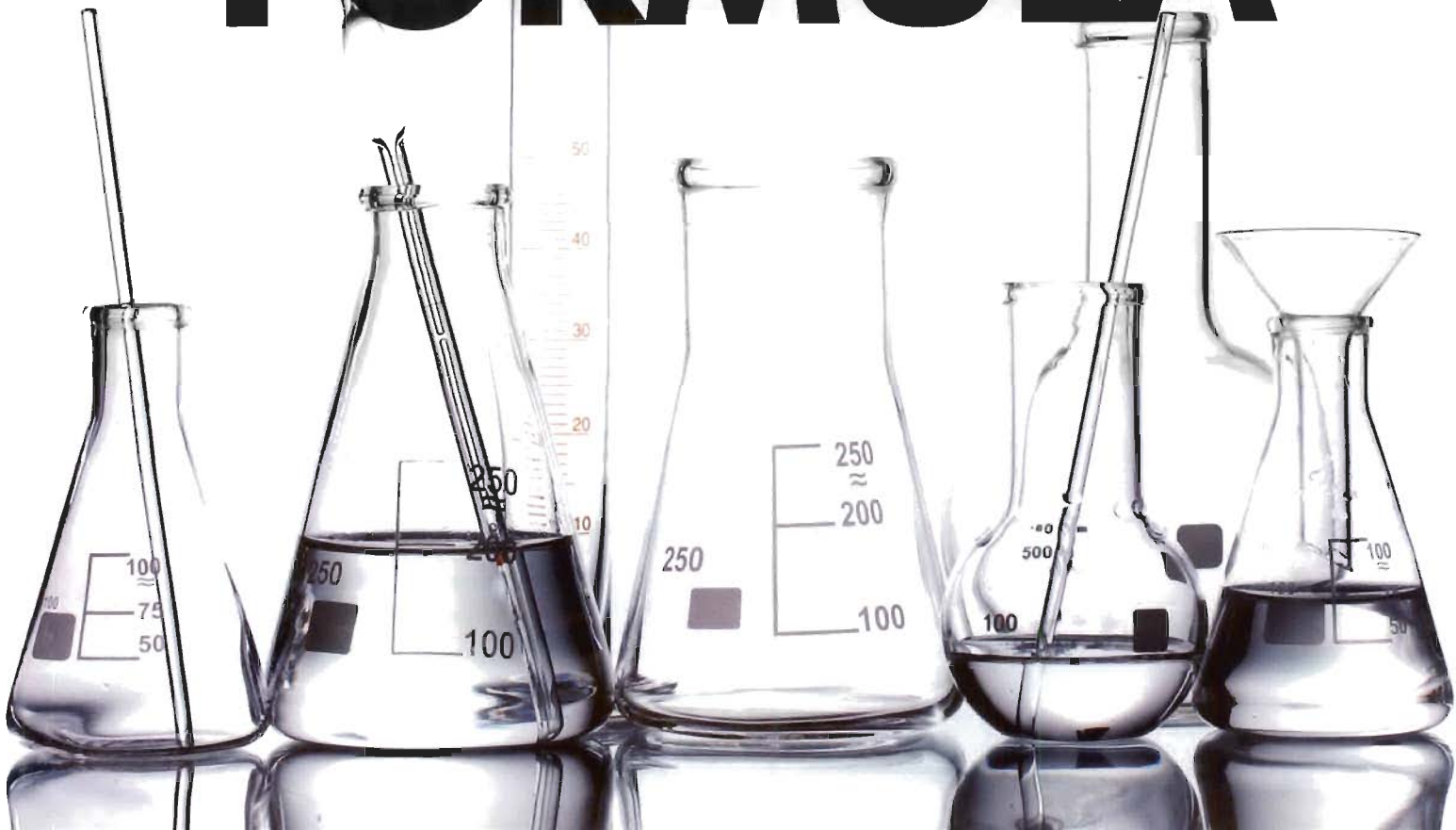
Scan the QR code or go to the website below to view more tests:

<http://blog.hubspot.com/blog/tabid/6307/bid/31634/A-B-Testing-in-Action-3-Real-Life-Marketing-Experiments.aspx>

generated a 0.96% CTR. With a confidence of 99.9%, we had a clear winner. Our conclusion after conducting this A/B test was that emails sent by a real person are more likely to be clicked on than emails sent from a company name. But how did CTR impact the number of leads we generated?

The treatment generated 292 more clicks than the control. Since HubSpot's average visitor-to-lead conversion rate on landing pages is 45%, that means the treatment got us 131 more leads.

THE CONTROL:
**A BLUEPRINT
FOR OUR
WINNING
FORMULA**



👑 The Landing Page

EYE CATCHING HEADLINE

STEP 1

STEP 2

STEP 3

QUESTION HERE

BUTTON

TRUST ELEMENTS

By Russell Brunson, the Overnight Success Maker

When we launched DotComSecrets Labs, our goal was two fold. Our first goal was to get us to start testing a lot more and be able to start developing better controls. The second was to share the evolution of what's working with our subscribers so they can model and speed up their success.

When we started I felt like we had a huge rough stone, and we were chiseling away trying to find our perfect

control. We tested dozens of different types of landing pages, layouts, text tweaks and more. Each month I felt like we were getting closer and closer. I've also watched as our subscribers (you guys) have been implementing them as well. It's been a ton of fun!

And now after more than 100 tests, I feel like we have a very powerful, consistent control. It's been winning in multiple markets, and as of today, is where we start all new projects. I'm sure (at least I'm hoping) that someday soon we'll be able to beat it, but until we do, this is our control.

👑 The Sales Video Page

A wireframe of a sales video page. At the top center is the text "LOGO". Below it is a large rectangular area labeled "VIDEO". In the center of the page is a dark rounded rectangle with the text "Call to Action". Below that is the text "WHAT YOU WILL LEARN:" followed by a list of four items, each consisting of a number and several lines of placeholder text.

👑 The Order Form

A wireframe of an order form. On the left side, there are four sections: "Product Options:" with two lines of placeholder text, "Contact Information:" with three lines, "Credit Card Information:" with two lines, and "Order Summary:" with three lines. On the right side, there are two sections: "TESTIMONIALS" with a circular placeholder and "WHAT YOU'LL LEARN:" with four items, each having a right-pointing arrow and a line of placeholder text. At the bottom right is the text "GUARANTEE". At the bottom center is a dark rounded rectangle with the text "Call to Action".

The order form is something it seems like very few people test (often because they don't have a cart that will allow it), yet it's one of the most profitable spots to focus on."

I want to walk you through each of the three pages in our control, almost like a review of all the tests in this book. I hope you enjoy!

The Landing Page

I want to first thank Daegan Smith for evolving the landing page to this mini survey style. So far we have not

been able to have a normal optin beat a mini-survey since we started testing.

The core things we found on the survey style landing page that are essential include:

- **A Curiosity Based Headline:** The more curiosity the better. If you tell people what your offer is,

this page will not convert. If you go over the top with curiosity, well, we've seen over 50 percent conversion rates consistently!

- **Three Steps:** The three steps at the top are key, but we found that the most important one is step three. We tested having the words "finish" which actually increased conversions but completely killed sales on the next page. The text we've found to convert the best under step three so far is "Get Your Access."
- **The Mini-Survey:** The question we normally ask is "How Did You Hear About Us?" and then we add four options. We didn't see too much change with what options we put in the survey until we made the fourth option "Other." Adding the "Other" option gave us one of the biggest increases in response of any test we've done.

There are other little things that we've learned about this page, but those are the core things that had the biggest impact on conversions.

The Sales Video Page

Our tests on this page broke a lot of the conventional wisdom and things we had been told by other marketers.

- **The Headline:** Having a headline above the video did actually win in almost all tests we ran. We tested animated vs. static headlines and split winners on which one was better.
- **The Video:** Having the video auto play (with the ability to pause) but no ability to fast forward or rewind was important. If they couldn't pause, it actually killed conversions.
- **The Call to Action:** We found it is important to have

the call to action button open *immediately* (we've yet to have a test win where we hide the button until the price was announced). And when possible have the order form open on the sales video page instead of taking them to a new webpage when people click the CTA button.

- **The Video Spoiler Box:** This was one of the biggest things we found that has consistently increased conversions of every sales video we've tested it on. The basic premise behind the video spoiler box is that it gives the core elements from the VSL to help draw them into watching the full video.

The Order Form

The order form is something it seems like very few people test (often because they don't have a cart that will allow it), yet it's one of the most profitable spots to focus on as the person has made it through multiple levels and just needs to feel safe to make their final order.

- **Credit Card Form:** We actually found that having the credit card info on the left out converted the right hand column (which was against that I was guessing would win).
- **Facebook Style Testimonials At The Top Right Side Of Your Order Form:** We had dramatic increases when the testimonials looked like they had actually come from Facebook (I'm guessing that people believe if it was posted on Facebook it must be true) and actually having that on *top* of the offer recap block is important as well.

And that is our control. We're using it now in almost every market that we're in. Our goal is to try to beat it and figure out other things we can do that will out convert it, but this is where we always start now.

Can you beat this control? If so, please let me know! DCS

Did You Know That You're Just A Few Tiny Tweaks Away From A

150% to 650% INCREASE IN PROFITS...?

BUT...

Do You Know Which Tweaks You Need To Make?

Before we get started, let me share with you a story that will help illustrate my point:

A few years ago, there was a young couple who were having trouble with their plumbing.

So they hired a plumber. He got under their sink... looked around, and then hit an elbow joint as hard as he could with a hammer, and the problem was solved.

The couple was overjoyed and asked how much they owed him. The plumber said \$75.25.

The couple said...

"That's ridiculous... All you did was hit the pipe with a hammer!"

We want an itemized bill!"

So the plumber took out a piece of paper and wrote out: \$75.25.

- \$0.25 cents for wear and tear on the hammer...
- and \$75.00 for knowing where to hit the pipe.

Testing and optimizing your funnel can be similar. You can spend weeks, months or years trying to figure out which change to make... and more often than not, your tests can actually HURT your conversions.

Don't Leave Your Testing To Chance...

After Over A Decade Of Building And Testing Funnels, We KNOW what is broken in your funnel, and what tweaks you can make to approve it. In a single day we can save you over a decade of testing, trial and error.

Want us to look at YOUR funnel and show you where the 150% to 650% tweaks are that you're missing? If so, apply FREE at:

www.DecadeInADay.com

What Would An Extra 650% Increase Of Profits Mean To You?

DECADE
in a day ←

2 TINY WORDS INCREASED DPL BY 74.61%

By Russell Brunson, the Overnight Success Maker

About two years ago we launched our first automated webinar. It was for a product called DCS Local that we sold for \$1,000. I wanted to make this one perfect, so I spent almost six full months building the sales process, writing the webinar scripts, creating the follow up sequence and trying to perfect the system as much as possible before we launched.

After we launched it, I was very happy (and surprised) by the results. When we looked at the numbers after the first 30 days, we found that we were averaging about \$9.45 net profits after paying out affiliate commissions and merchant fees from every person who registered for the webinar (not too shabby).

A few weeks after that, I had a chance to attend a seminar in Florida where Ted Thomas was speaking. Ted is a legend in the Real Estate industry. I saw video of him speaking at a Robert

Kiyosaki event, and at the end he had a line of over 300 people following him to the back of the room to buy his course. Because he did this at every event he spoke at, he was nick-named the “pied-piper.”

As a sales person, I was intrigued to hear Ted speak and to see his magic... but unfortunately for me, he wasn't selling at that event (just speaking as a favor to the event promoters). And in an even worse turn of events, he actually had heard about me and wanted to watch me close. Talk about pressure!

So, I gave my presentation, did my close and made a little money. We closed just shy of \$100,000 from the stage, not bad for 90 minutes of actual “work.” I was feeling kind of proud in the back of the room, and that's when Ted walked up to me. He said, “Hey, you did a great job speaking, but you want to know why you only made \$100,000?”

Ha ha... only \$100,000? My pride quickly turned into embarrassment... “Sure,” I responded, and he agreed to explain why at lunch about 30 minutes later.

At lunch he was vague (and honestly a little strange). He started asking me little yes or no questions, and making statements. I agreed with everything he said, and then he stopped, smiled, and asked if I knew what he was doing? Confused I answered “no.” He then asked me to notice my head. “It's been nodding up and down for the past five minutes. And *that*, is the secret.”

He could tell I was a little confused, so he went on. “There's a little thing you need to learn that will at least double your closing rates when you speak, and you don't have to tweak your presentation at all. You need to learn how to master what I call ‘trial closes.’”

He then went on, “When I speak, I start from minute one asking the audience little yes and no questions where I know the answer is yes. At first they verbally say yes, and within a few minutes, they just start nodding their heads. Russell, when I watched you speak today, not a single head in the audience was moving. People were captivated by

you, but no one was nodding yes. When I speak, the entire audience's heads are nodding the entire time. It looks like waves in the sea, and so when I ask them to give me money, it's not hard for them because they've been saying yes to me for a full 90 minutes.”

He then went back into the conversation we had when we sat down at lunch and showed me the trial closes he was using on me: Have you enjoyed the event? It was fun watching you speak. Do you enjoy speaking? So and so did a great job today, don't you think? And so on. He had been using his trial closes on me, and I didn't even know it!

He said when he first started to sell from the stage, he would take out a stack of cards, write different trial closes on them and lay them out all over the stage. And as he'd walk around, every time he'd see one of the note cards, he'd use a trial close. He recommended that I make similar note cards for myself to post on my desk when I do webinars and bring with me when I speak.

He also said that after you share any testimonial, most people just move on to the next part of their presentation. But this is the most important place to insert trial closes. You should usually add four to five trial closes after any testimonial. For example: “Isn't that awesome!?! Can you see yourself doing this? Are you guys getting this? Do you see the power of what I'm showing you?” Since then, I've also found this same concept works after showing any feature or benefit of my products.

He then gave me a little book that had a bunch of his trial closes in it, wished me luck, and lunch was over. I thought that was pretty cool, so on the flight home I wrote down as many trial closes as I could think of. Then, when I got home, I sat down and re-watched my entire recorded webinar, found every spot I thought I could (or should) include a trial close and wrote down an example. I then recorded just those little “chunks” and had my brother (aka video editor) insert all of those trial closes into my presentation. Here is the list I made after watching my replay that I gave to my brother. I hope that it will give you some ideas for your own trial closes:

1:05

That's why I'm so excited for this webinar:

- So, are you guys excited for this too?
- Are you ready for this same change that is about to happen to you too?

1:21

More success stories than anything we've ever done...

- In fact... [insert Dee's case study]
- Insert a few trial closes after showing Dee's story
- Insert... "get free software when you stay to the end..."
- Who here wants a free copy of this software?
- Software made Brian \$XXX
- Can you see how this software will shortcut your success?
- Do you want a free copy of it?
- Just stay on until the end, and I'll email you a copy. Does that sound good?

2:07

Here are success stories that have piled in during just the last few days!

[Mention name, how much they made, show video in background]:

- I will show you these video later... but THIS is the opportunity I'm talking about. Are you ready for this opportunity....?
- Do you want to be the next success story?
- How are you going to feel when you do your first deal like these?

3:05

At the end of the list insert trial close:

- Okay... so are you guys ready now? Good...

WHERE TO INSERT TRIAL CLOSES

After Testimonials

After every testimonial you want to insert one or more trial closes to get them to agree that they could see themselves doing it too.

inserted trial closes to get them to agree that they wanted those benefits.

After Features and Benefits

After each major feature or benefit I

At New Thoughts or Concepts

Whenever you are transitioning from one thought or concept to another, use a trial close to get them to agree to the concept before you move to the next content section.



3:22

Everyone's talking about providing internet marketing services to local businesses....

- You've heard them talk about this, right?
- It's because it's working.. it's a really good thing to do, isn't it?

3:59

- Would you like to learn this loop hole?
- Can you imagine what a shortcut this will be to your success?

4:47

- Are you ready to get started today? I know some of you were ready yesterday!
- If you want these results NOW... then nod your head YES!... I know I can't see you, but I want to make sure you are participating – it's important, don't you think? So nod your head YES!

6:12

- Isn't that cool?
- Short Tony clip pre-framing me

- What do you think about that?
- Wasn't that cool?

8:54

- Does that sound good?

9:27

Check out this quick video clip
[Insert "I made \$15k in one day...
when I got the check..."]

- Can you imagine making \$15k in just ONE day?
- This type of stuff is happening almost every day here... isn't that exciting?

10:36

- Would your family be impressed with those kinds of profits? Ya, I know that mine would...

10:44

- Are you ready to live that same dream? I'm sure you are!

11:33

- Have you ever asked yourself that?

12:06

- Am I right?

12:32

- Do you realize how much opportunity is waiting for you right now?

13:09

- Would that income be like getting an immediate raise for you?"

13:34

- Do you already have that desire for change?

16:15

- So, let me ask you, are you one of those people who are ready for a change?

16:54

- Are you the internet marketer who's looking for more passive and residual income?

17:16

- If you already have a business,

can you see yourself adding this into your business and instantly doubling your profits?

20:23

- Don't you agree?

21:52

- Is this making sense to you?

22:57

- Do you know a business owner



who is struggling right now?

- Can you think of any business that could use more customers right now...? Your dentist? A family friend?

23:21

- You've seen this right?

23:53

- Doesn't that seem crazy to you?

25:07

- I'm sure you've been watching this too... right?

28:20

- Was that as awkward for you as it was for me?

29:23

- Can you see the dilemma?

30:33

- Wouldn't that be SO much easier?

30:43

- How much better would that be? Would it increase your chances of success?

31:18

- Would that make your role in this a LOT easier?

36:33 – 36:38

- Re-record: Now EVERYONE wants to get in on the next Starbucks, or the next Google or Facebook or Groupon... right?
- Can you imagine the impact on your income if you had?

37:36

- Let me ask you to nod your head again if you think this would be profitable for you and your family...?

46:17

Re-record whole slide, "And they paid it..."

- You've got to get in on this...

54:42

- Would you like to take time off THIS YEAR?
- Would a deal like this give you more variety and excitement in your life?

55:01

And we ALREADY know it's possible to make your investment back in the first 30 days... Dee (a GREAT grandma ALREADY proved it...) it took her just 3 days!

- Don't you think that you could do that too?

56:08

- Can you see how these cheat sheets will make your life SO much easier?

56:54

- Is that pretty cool? Do you like getting a \$1,000 internet marketing course for free?

58:04

- Can you see how having these case studies will make it so easy to sign up new clients?
- Can you start to visualize yourself doing this now?

58:30

- Do you see how much more money you can make leveraging our brand?

59:24

- Do you like the idea of my paying all the legal costs for this? Ya, I thought you would.

60:52

- Can you imagine how much time and frustration this will save you...?

61:45

- You can do this for the rest of your life... just think of the impact on your income!

63:44

- Do you follow me so far?

66:11

- So, what do you think about that?

67:30

- Are you guys getting this? Can you visualize yourself doing this?

68:38

- Would you agree a LOT more than 7-Eleven, Subway or even McDonalds?

69:03

- Does that make sense?

69:45

- But it's worth it... right?

70:22

- Does that make sense?

71:48

- Does that sound fair? Are you guys getting this...? Are you ready for your life to change?

76:43

- Don't you agree with that?

78:03

- Would a deal like that create more security in your life?
- Would your family be impressed with those kinds of profits? You've GOT to get in on this!

78:19

- Don't you agree?

82:57

- Does that sound good?

84:10

- If you mastered this skill, where would you be in 5 years from now?

90:11

But the power comes because after you've signed your new client up, that money comes in each month... even if you stop working. That's why people are taking a week or a month off or more their first year... because it's not like a normal job where you just get paid when you work. You get paid residually, for work you've done once...

- Does that make sense?

93:43

- Are you guys getting this? Are you ready to get started? I'm seeing orders coming in quick now. I'm so excited to be working with you guys! Welcome to the team!

NET DOLLARS PER LEAD (DPL)



“...Start using trial closes in everything that you do, and you'll see an increase of response across the board. It's not even worth testing anymore... just do it!”

It took a long time to record and insert each of these trial closes into the webinar, but after testing this new version against our old one, our average net profit we made for each webinar registration went from \$9.45 to \$16.50! That was a HUGE 74.61% increase by adding in these trial closes!

Since then, I've started using trial closes in everything I do including my sales videos, my webinars, my speaking and more. They have pretty much become part of my language patterns now and by adding these into everything we do now as part of the initial control we've seen an overall lift in our total income. Pretty cool, don't you think? (ha ha.. had to insert one here).

So, the moral of this story is to start using trial closes in everything that you do, and you'll see an increase of response across the board. It's not even worth testing anymore... just do it! DCS



The Essential **Marketing Automation Tool** You Need To Start, Promote, And Grow Your Business Online.



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Easily Create Sales Funnels That Convert..



backpack CRM

Easily Take Orders And Promote Your Products...



actionetics

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CAN YOU GUESS WHICH TEST WON?

Find Our Shocking Results Inside:

- "Buy Now" VS "Free Trial": One of them will give you a **158.6% increase** - do you know which one? (page 10)
- When do you show your order form? Screw this one up and **you could lose 44% of your sales** (Page 11)
- How putting your "Add To Cart" button in the wrong spot can **increase sales by 38%** (Page 12)
- Boobs VS Obama: Which one wins? Knowing this could help **give you a 45% conversion** on your next landing page! (Page 21)
- Animated VS Static headlines... one of them will **DROP your conversions by 29%** - MAKE SURE YOU DON'T USE THE WRONG ONE. (Page 22)
- Red order button or Green order button? Choose carefully because you're **risking a 34% increase in conversions!** (Page 30)
- Long copy VS Video... we FINALLY have a definite winner, and I think you'll be a little shocked at the victor! But the **33% lift** will make it all worth it. (Page 33-34)
- Do coupons boost sales on Facebook? Or will they actually hurt you? Shocking proof that will **change how you market on Facebook.** (Page 40)
- Should you have a pause button on your VSL? Should you do just text, or text plus video? Should I offer split pay? Delayed order button? These 9 tests will show you the **PERFECT winning combination!** (Page 64)
- Should you delay your order button on upsells? Screw this one up and you will **LOSE 188% of the profit** you could (and should have made). Despite my best guess, I got this one DEAD wrong. Do you trust your guess? (Page 65)
- Should you do a 7 day trial or a 30 day trial? One of them will give you a **110% increase** - can you guess which one? (Page 78)
- All free trials are NOT equal... **Should you require a credit card or not?** One option resulted in **50% MORE paid customers.** (Page 79)
- Plus Many More Tests Inside...