Entrepreneurs Test Everything

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Test Your Marketing

- Always test marketing campaigns. Are you testing the long term effectiveness of your campaigns? Is there a sales cycle involved that you are testing as well?

- Test your ideal customer persona. Do you know your ideal customer? Have you tested to make sure?

- Test your market for your product applicability. Is the marketplace ready, willing and able to pay for your product? How do you know?

- Test your competition market share

- Test your marketing. You must test every marketing campaign. Do you have a specific set of criteria that you test it by?

- Test your marketing message. Is your marketing message effective? Have you specifically tested it?

- Test your marketing events. Are you getting the most from your marketing events? How do you know?

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Test Your Product

- Test your product for profitability. Can you create your product and deliver it at a profit that will allow you to sustain the lifestyle you want? Have you tested the amount of customer service you will require? How do you know?

- Test your product for market receptivity. Is your market receptive to your product idea? Can you back that up with………?

Test Your Activities

- Test your networking. Networking is a fountain of leads if done right. How are you measuring your efforts?

- Test your training materials. Training builds your credibility in your market how effective is yours? Have you measured it? How do you know?

- Test your pricing. Are you priced for profitability? Have you priced customer service into your pricing and are you testing that? A bad price point can kill your efforts. How did you determine yours?

- Test your business hours. When is the best time to be available for your clients? Do you know that by testing?

- Test your landing pages. Landing pages have a single purpose. Have you tested the effectiveness of your landing pages? How many do you have? How many should you have?

Test Your Online Presence

- Test your website design. The days of glitzy websites are over. How do you measure the effectiveness of your website?

- Test your call to action buttons. You CTA must have a specific purpose that leads the potential buyer to your MWR? How's yours? Do you test them?

- Test your color schemes. Some colors work more effectively than others for a particular audience and message. Have you tested yours?

- Test your placements. Testing the placement of your ad, your CTA, your purchase path… leads to online success! Are you testing yours?

- Test your keywords. DO you know the trends of your keywords? Are you testing them? Are you optimizing for the things you potential customer searches for? Are you sure?

Test your Audience Actions

- Test your call to action -actions. Is your CTA designed so you know where your potential customer stops?

- Test your forms. Forms can lead people to the next action or make them exit the page. How are yours?

- Test your visuals. Visuals do more to build a message than anything else. Have you tested the effectiveness of yours?

- Test your eBook designs. Test the format you deliver written information. Is it appealing to your audience? Sure?

- Test your page layouts. Is your page layout clumsy? Does it appeal to your audience?

- Test your sales message. Do you test the effectiveness of your sales message and materials? How?

- Test your checkout process. Is it easy for people to get what they want?

- Test your most wanted response. Exactly what do you want the prospect to do? Are they eager to do it?

- Test your marketing machine. How well does your website convert visitors? Build relationships? Keep engagement?

Test Your Traffic

- Test your traffic drivers. Getting traffic is that line at the door that wants to do business with you, Where is your traffic coming from?

- Test your social media venues. What Social Media venue is best for your ideal customer? Are you sure?

- Test your social media engagement. Are your Social Media efforts taking too much time? Do you know?

- Test your emails. What is the open rate? The action rate? How effective is your subject line? Have you tested all of it?

- Test your email marketing campaigns. Is your autoresponder doing what it was designed to do?

- Test your opt-in messages. Getting Opt-ins is how you build relationships that grow your business. How effective is yours?

- Test your steps to your most wanted response.

Let Our Team Put Together An Evaluation System for Your Business