HOW TO TEST ORDER IN YOUR EMAIL SEQUENCE

What follows is a simple set of instructions for testing the ORDER of the first four messages in your follow up sequence in Aweber.com. If you use another autoresponder, the steps are still logically correct, you'll just need to consult their documentation and/or with a programmer to make the list copies and rotate the traffic.

- ➢ AWEBER: First make **six additional** copies of your existing list *(aweber will let you clone the list instantly)*
- ➢ AWEBER: Each copy will have a unique list name (called "unit") in the code
- ➢ AWEBER: Change the order of the first four messages so you've got one autoresponder sequence which matches each of the following orders:
  - ✓ ABCD (an exact copy of your control)
  - ✓ ABDC
  - ✓ ACBD
  - ✓ ACDB
  - ✓ ADBC
  - ✓ ADCB
  - ✓ **Note**: "A" remains first in all cases because it assumes a "welcome" message which can't be reordered. If this is not the case, there's no reason you can't expand the rotation.
  - ✓ **Note**: the reason for including an additional copy of your control is to have a list which is running on the same exact date ranges as the rest of the test.
- ➢ LANDING PAGES: Make **six additional** copies of your landing page and just change the value of "unit" to the name of the list within the code. *(Or have your programmer randomly assign each subscriber to a different list on ONE landing page using JavaScript and/or php, etc.)*
- ➢ ADWORDS: Make six copies of your control ad and just change the destination URL to the new landing pages. This should rotate the traffic appropriately as long as you've got AdWords set to rotate the ad impressions evenly. *(Not necessary if you're using the unitary landing page approach above)*
- ➢ Track TOTAL number of clicks and **sales** across each LIST. *(For the purposes of this test, don't get involved in which message produced the click, just put a unique tracker in each list, and only for the first four messages)*
  - ✓ To maximize the dollars out of the system the best metric is **Earnings Per 1,000 Subscribers**
  - ✓ **TOTAL EARNINGS (IN EACH LIST) / TOTAL SUBSCRIBERS (IN EACH LIST)**
    - ▪ **Second best metric would be Click Through Rate** *(if there aren't enough sales)*
    - ▪ **Weakest metric is Open Rate** *(if you don't get enough clicks)*
  - ✓ **Run the test until your worst performing list has at least 40 actions in it**
- ➢ Whichever list wins … rearrange your actual default autoresponder sequence to match this order

Why Continue to Struggle Alone When I Can Take You By The Hand—*One on One*—**To Answer Your Personal Questions And Accomplish Your Goals?**

I'll help you get "unstuck", and overcome the obstacles which stop even the most determined marketers from succeeding today...

www.GlennCoach.com

(Opening for the first time in three years for ONE day only on January 1st, 2016)